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WATER Sharon Butala on
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Wasted Millions in the
Russian Nuclear Industry

CANCER

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This Week

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DEPARTMENTS

Editorial 2

Letters 4

Overture/Passages 8

The Week that Was 14

Cover 20

Canada 28

An early post-mortem for
British Columbia's New Democrats
Canada and the World 58

Tech Special 64

B2B—business-to-business
transactions over the Internet—
is growing fast. Should your
business be doing deals online?

Business 72

People 76

Sports 78

Hockey's Euro-makers have it all
wrong: Vince Carter is the key to
pro basketball's future in Toronto
Films 80

Music 82

Edmonton's Helgen Petrusen
champions roots music with his house-
band label, Stony Plain Records
Entertainment Notes 84
A sports issue but *Shrek* rocks

COLUMNS

Barbara Amiel 18

Mary Janigan 74

Allan Fotheringham 88

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**ROGERS
MEDIA**

COVER

20 CANCER: WHY ME?

Wagner Cotron dodged
the bullet. He had a
small tumour removed,
but his cancer had
taken steps to stay
healthy. Yet Maclean's only
so much anyone can do
to avoid the seemingly
random onset of cancer.
A survival guide to pre-
vention and treatment.



72 AIRLINES: THEN THERE WERE THREE

With Routes Air gone,
passengers are suing up
the three carriers left:
Air Canada, WestJet
and Canada 3000



58 NUCLEAR WASTE

Canada has given
millions in an effort to
clean up Russia's aging
and dangerous nuclear
sector. Officials
acknowledge it has
been money ill-spent.



80 CANNES-CANNES

Nicole Kidman, the
singer of *Moulin Rouge*,
got all the attention in
the Cannes Film Festival
opened. But everyone
died around the big
question—Tins

28 BETRAYAL OF TRUST

Contaminated
water is still making
Canadian sick.
Saskatchewan
author Sharon
Butala asks how
that can be allowed
to happen in 2001.

'Unseen epidemic'

Traffic deaths is the ultimate unseen epidemic ("Hell on wheels," Cover, May 7). Although trauma is about third or fourth in the list of the top causes of death, when the relative youth of most victims is factored into the potential years-of-life lost statistic, it jumps above all other causes of death. It is ridiculous that a young person can get a learner's permit in Alberta at the tender age of 14; that it is possible to get a driver's licence without any formal training from a recognized driving school; that you can get more time in jail for fraud or break and enter than for killing someone behind the wheel. Police need to be given the tools and resources to decrease the odds of being able to run a stop sign or red light and not be caught; we need to add some teeth to traffic fines, with an escalating scale of penalties for infractions that cause collisions, injuries and fatalities. Parents who drive their unlicensed children around should face the drastic penalty of having their kids acted by child-protection authorities. So-called poor roads are only an excuse: two-lane highways and sharp curves simply call for more care and attention than many drivers seem willing to put to the task of vehicle operation. There is nothing in-



herently dangerous about any road, it is the impatience of drivers who think they're in the lucky 990 that is dangerous.
Donald H. Macdonald, St. Catharines, Ont.

You really struck a nerve with your story. But somehow I feel you issued an important part of road safety deserting respect for and an increasingly blasé attitude towards traffic rules. Even your experts seem to say it is OK to drive 20 per cent above the posted speed limit, if everybody else does the same. So what is their educated opinion on 25 per cent above the speed limit? What about 30 or 40 per cent above? Have any suggestions, get rid of some of the idiotic rules and limits (like 100km/h speed limit on highways) that nobody is paying any attention to anyway, but try to enforce the remaining ones.
Tamas Bencsik, Ottawa

I look in amazement at advertisements on television showing automobiles going at high speed around mountain roads, and four-by-four trucks splashing through streams and tearing up the hillside. To many impressionable people, cars and trucks are toys made for these purposes. No wonder they try these tactics on the highway.
G. A. Brown, Westboro, Ont.

It's about time someone put the blame for the carnage on our highways where it belongs—on the bad drivers who forget they are in their car to drive. Add into the mix that larger and more dangerous sport utility vehicles give drivers a false sense of greater security and it's no wonder the roads aren't safe. However, the little things should not be overlooked, like engaging complexity at stop signs and red lights, always using turn signals and checking blind spots before changing lanes. More often than

Besting Dubya

Having done my first marathon in 2000, the secret one Foreign Affairs Minister John Manley did, and completing it in four hours, 15 minutes, at age 58, I take offence at your suggestion that John's 4:31 time was "mail-bike" ("Whole man easily than Manley's" Overrun, May 7). Sure, we work quality for Boston, but next year I will do it again and plan to break four hours. Regardless of time, doing a marathon takes enormous physical and mental commitment, and the sense of accomplishment is mind-blowing. Now I have an even better objective: beat George W. Bush, who has completed the marathon with a time of 3:40.
Bill Hume, Ottawa

Now, it's something small that causes drivers' tempers, setting the scene for potential tragedy.
Michael Melnyk, Calgary

Design vs. substance

So, the Summit of the Americas in history and all *Maduro* can show for it is impressions of the designer protest ("What a gas," Canada, May 7). Your article was fine, but what about the substance of the protest, of the summit or what exactly makes up the Free Trade Area of the Americas, including the human rights and environmental controls built into it?
Jim Robertson, Calgary

Canadian merchants and tax collectors should be thankful I am not visiting and enjoying Canada long before reading Peter C. Newman's April 30 episode, "Why I'll fight the PTAA," for I might have been inclined to view my northern neighbours as a load of idiotic, narcissistic pigs and not bothered. As it is, I must reserve that opinion solely for Newman. I was offended by his characterization of the United States as a homogeneous monolith with no culture other than the "commodity" we try to impose on the rest of the world. The United States' vastness means it is not to



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Over and Under Achievers

Gaffes, Greens, Gaza Strip

Drumroll, set right last! Whipple: can't get much lower! And from the Middle East: she lost on John Manly's jacket

- ♥ **Miguel Dosaght:** Conceded B.C. election to Liberal rival Gordon Campbell. First dangling tapes on advertising 10 or 15 years for NDP.
- ♥ **Chuck Strick:** Emerges from disunion pack as again anti-Day voice. News can be loud enough MP's out of Alliance caucus to sustain the revolt?
- ♥ **Mike Harris:** Ontario budget that combines average tax cuts for most with a generous credit for private school tuition. So much for common sense.
- ♥ **John Manley:** Footings affairs minister shows diplomatic skill in Middle East, but is still frank in opposing Israel's Gaza and West Bank settlement policy.
- ♥ **Tom Whipple:** Liberal MP's letter denying an 81-year-old veteran help because he voted Alliance makes even Stock's recent gaffe look tame.



IF SHE CAN MAKE IT THERE...

Aisha Kaura draws the impossible. Using water-based paint and coloured pencils, the Toronto-based illustrator wraps Madonna's leg around her neck, crams Newt Gingrich into an actual newt and styles a mobster's hands into a skyline of New York City. Her work, which appears regularly on the covers of American magazines, also tackles controversial issues such as gun control. "In illustration, we can really almost draw anything," she says. "We can draw what doesn't exist." Including an enormous jolly baby that has its mother dancing on puppet strings—the cover of this year's Mother's Day issue of *The New Yorker*.



Kaura can manipulate Madonna

It is Kaura's fifth cover for that illustrious weekly. She is one of three illustrators asked to speak about cover art and the inspiration, process and philosophy of illustration this weekend at the second annual *New Yorker* Festival, which will also feature such acts as Woody Allen, Steve Martin and a tribute to Bob Dylan. Working for *The New Yorker* is a thrill for the 44-year-old Kaura. "They really respect the art," she explains. "There is no heavy art direction, they don't tell us to do this or that. Illustrators just get to make those social comments." A.C.

Judge us by our music videos

When futurist anthropologists begin to study the late-20th and early-21st centuries, they will now have the ultimate resource. Last week, Macmillan's *Vibe* embedded a time capsule into the wall of their newly renovated studio. They packed it full of pop-culture artifacts like Holly Furukawa's hoop earrings and an autograph from the Marfales. Also included was a selection of music videos from the past four decades. What will the future say about our fashion sense, sexual tastes and gender roles when they get a load of this?

1970s	1980s	1990s	2000s
Best song: "Smile" by The Beatles	Best song: "Billie Jean" by Michael Jackson	Best song: "Smile" by The Beatles	Best song: "Smile" by The Beatles
My class: "The Beatles" by The Beatles	My class: "The Beatles" by The Beatles	My class: "The Beatles" by The Beatles	My class: "The Beatles" by The Beatles
My class: "The Beatles" by The Beatles	My class: "The Beatles" by The Beatles	My class: "The Beatles" by The Beatles	My class: "The Beatles" by The Beatles

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Adventures in Stanley Cup-sitting

*Male Bob newly in Lord Stanley's Cup out of his sight. Last spring, the 50-year-old Hockey Hall of Fame employee was given the honour of travelling with hockey's Holy Grail. Last June, he was on hand when the New Jersey Devils won the cup in six overjoyed after winning the NHL championship. During the summer, he took the Cup to many of the Devils players' home towns. Bob, who usually wears white gloves when handling the trophy, also took it to hospitals and first-responders for Hockey Fights Cancer—a National Hockey League charity. He spoke with *Rolling Stone* reporter John Ikerd about his first year as a keeper of the Cup.*



Keeping the Cup under lock and key—and Bob

I'm not too scared of the Cup being stolen. Even if someone pulled off the heist, where are they going to go with it? Although sitting at home watching hockey alone with the Cup might be fun.

Last summer in Waipio Beach, Ore., Devils winger Jason Arnott was causing the scene and insisted it over his head every time we passed a cage. Then he jumped into Georgian Bay with it and went way out to a candle. People on the beach and all they could see was this little shiny thing in the middle of the water until they put their binoculars and saw Jason was out there with it over his head.

I was in the Czech Republic with Petr Sýkora and Patrik Eliáš and it was unbelievable seeing the reaction of fans. In one of the town squares, about 14,000 people came out and we were just mobbed. They even called us extra security. There was a "Cup psychosis" following us around.

The children's hospital visits are the most rewarding. Some of these kids are going through a really rough time and having the Stanley Cup on their beds often helps them forget, at least for a little while, that they're sick. It's a great job.

READ ANY GOOD BOOKS LATELY?

Alex Givvin, publisher

"I first read Anna Karenina when I was about 20—then read it in my late 20s. I always felt it was the greatest novel. I've started reading the new Viking Press translation and it is simply wonderful. About a month ago, I read *Diaries* by Joyce Carol Oates. It's an extraordinary book, but so appalling story. She is the person to handle that kind of dystopia."

Nicolas Mochizuki, musician

"I have been reading *Real Love: The Ultimate Dating, Marriage & Sex Question Book* by Mary Beth Browne. It's about GAYNESS and is more directed to teenagers. But it's an excellent read and will change your outlook on relationships."



McKinnon's calling some tips

Frank McKinnon, an attorney, lawyer and business consultant "I am reading *Profits and Politics: Remembrance and the Global Age of Canadian Finance* by Gregory R. Blackwell. It's a biography of press baron Lord Remembrance who was raised in New Brunswick. There's lots of Maritime history and plenty about the Viceroy. My old company, growth, and Nelson Mandela's autobiography, *Long Walk to Freedom*. He talks about how people's value structure is the result of nature not nurture. In other words, people aren't born with all their propensities locked."

OVERLINES

"The beer is stronger, as a result their women look prettier."
—*Hyde*, a character on *TV's The 7th Show*, explains to his buddies why they are making a trip across the border from Wisconsin to Canada.

"They're going to throw me in a Canadian jail. Have you seen *Melvin's Express*? It's like that but with hockey socks."

—*Pel*, another character, saying the same episode, worried about getting busted during their beer run.



7th Show gang hangs with some booze

"I've been to Canada, and I've always gotten the impression that I could take the country over in about two days."
—American talk show host *Ken Kesler* chides Canadian actor *Glen McGraw* (*NW & Grace*) on *The Daily Show*.

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Dad's a mystery to me

Talk about an identity crisis. When I was 63, I discovered that the name I grew up with was an alias and my dad, though a loving husband and father, was a big lie.

My parents met at an army hospital in Hoboken, N.J., where they were both stationed during the First World War. Margaret Kampmann, an army nurse, secretly began dating Sgt. Maj. Thomas Burton—it was against regulations for nurses to fraternize with enlisted men. Their marriage in 1919 was also kept secret from the army until Margaret received her discharge. After the war, Tom was assigned to the Reserve Corps. He did some odd-job hopping in a number of states before he, my mother and I settled in Los Angeles.

We had never met Dad's family. According to them, he had lived in California until forced to make a hasty exit to Germany during the war. "To Germany?" Margaret gaped at the time. "Are they spies, for heaven's sake?" He decided to answer that one. He told us he had graduated from Stanford University in civil engineering but his name Henry had landed Vassar College, that his brother Frank was port captain at the Philadelphia Port Authority. In my 20s, I wrote to these places. The replies were all the same—they had no record of any Tom, Henry or Frank Burton. I turned to Dad with some imitation. "Your family is also my family. I have a right to know about them." "That may well be," he replied, giving me one of his steely smiles, "but what can you do about it?"

In our late 40s, my husband and our two children moved to landed immigrants to Canada. Tom and Margaret, then approaching 80, joined us in Victoria. After several good years, Tom's health began to fail and he was confined to a wheelchair in a nursing home. His brain mind was so damaged by Alzheimer's that he no longer recognized Mother and me.

On one of my visits, a nurse, pointing to Margaret, asked Tom who this lady was. Without hesitation, he replied, "My mother." Next, she asked, "How old are you, Tom?" "I'm 29," he said, impassively, and my name is not Tom. It's Rudolph—Rudolph Frim. Dad went on to recite his address in St. Louis and the names of parents, aunts and uncles. I scabbled at all down on a notepad, but by that time



nobody helped him. Not long after that, he died.

When I came across those "Rudolph" names several years later, nearly all of Dad's generation was gone. Nevertheless, I began investigating. A helpful lady at the Missouri Historical Society sent me copies of papers from the 1900 and 1910 U.S. Census. There was one Frim family in St. Louis, just as Dad had reported. In the current St. Louis phone book at the library, I found three Frimans listed and wrote to each. "If your family has lived in St. Louis since the turn of the century, it may be that we are related."

Frimans were dubious that this thirty-year-late there would be any response. But I was hopeful. In no time, I heard from St. Louis. "Of course we're related," wrote a cousin named Miss, who was about the same age as my son and daughter. The younger Frimans had never known Rudolph, but heard about the son who reportedly vanished from his loving family. Soon, I was hearing from other cousins.

In sharing old letters, photos and documents, we have learned a great deal about our mystery man. A 1919 letter written on army stationery claimed both Louis Frim and Mr. Thomas Burton were heading for England—which suggests the military know of or ordered the identity change.

Dad may have been in witness protection or possibly working undercover; he spoke first German. My correspondence with government agencies, military headquarters, veterans' groups, Masonic orders and other sources has also uncovered interesting information. Dad served in the 13th Cavalry in Mexico during the Panhandle Expedition of 1916.

But the search is far from over. The key questions remain: why did this good man assume an alias, forsake his family in St. Louis and suddenly guard the secret from his wife and daughter? If I never learn the truth, the effort has already been wildly rewarding, for now I am united with dear cousins in St. Louis and Canada. Wish. And I have come to realize no matter what I learn about my father, it will not shake the affection I feel for him.

Betty Eckgren, of Victoria, has written a book on her search, A Changed Man.

PASSAGES

Wife: Following in the footsteps of American vicarines Woodrow Wilson and John Witherspoon, Canadian Shirley Tighman has been elected Princeton University's 15th president—the first woman to hold the job. A member of the faculty since 1986,



Tighman gained international acclaim for her work in molecular biology and for her efforts on behalf of women in science. Born in Toronto and raised in Winnipeg, Tighman completed her undergraduate work at Queen's University in Kingston, Ont. Tighman, 56, replaces another Canadian, Harold T. Shapiro, who ran the Ivy League university for 13 years.

Sentenced: Former boxing champion Davey Hixon was sentenced to seven years in jail for repeated sexual assaults on two young sisters. The Montreal-born fighter was convicted in March on nine counts of sex crimes against the girls, now 16 and 18 years old. Hixon, 37, who was stripped of the World Boxing Council super-middleweight title he won last December, will appeal.

Murdered: New Jersey native Boazee Lee Bailey had been rumored to Robert Blake, of the 1970s TV show *Beverly Hills 90210*, for five months when she was found dead in his car. Friends say Bailey's aim in life was to marry someone famous and had spent years chasing rocker Jerry Lee Lewis. After a DNA test proved Blake was the father of Bailey's 11-month-old daughter, Rose, they were married. On May 4, the couple ate at Vintilo's Italian Restaurant in the San Fernando Valley. Blake, 67, says he returned to the restaurant to pick up his girl and when he went back to the car found that Bailey 45, had been shot in the head. The restaurant staff claims they did not see Blake return. The actor's lawyers have suggested Bailey's death is tied to her scandal past as a porn actress.

Awarded: University of Calgary political science professor Tom Flanagan, 57, won the third annual Donner Time for his book *Our Nations' Second Thoughts*. The \$25,000 prize is awarded by the Donner Canadian Foundation to the best book on Canadian public policy. Flanagan suggests problems on reserves would be better solved by assimilation into the global marketplace than by self-government.

Book: British-born writer Douglas Adams turned his sci-fi satire *The Hitchhiker's Guide to the Galaxy* into a mini-industry. The comic adventure about a group of interplanetary travelers starred in a BBC radio series in 1978, became a book that sold 14 million copies, then spawned sequels and a TV series. Adams, who died at 49 of a heart attack in Santa Barbara, Calif., also supplied the answer to "the ultimate question of life, the universe and everything." The answer was 42.

Arrested: Scotland Yard apprehended the most notorious Green Team Robbery gang members **Rossie Riggs**, when he returned home to Britain from Brazil for the first time in 35 years. Riggs escaped prison in 1965 after being sentenced to 30 years for his part in the \$5.7-million Royal Mail train heist of 1963. The 71-year-old, who has suffered a series of strokes, said he was returning home due to his illness and his desire to have another English pint before he died.

NP: The NFL has folded after only one season. Despite generous doses of heavy cheerleaders and commentary by the likes of co-writer and Minnesota governor **Jesse Ventura**, the eight-season league never caught on with football fans. Owners **WOT** Entertainment chairman Vince McMahon and NBC estimate their losses at about \$54 million each.

Died: Former CFLer **Paul Delker** was one of the best tight ends in the league. The Michigan native came to play for the Hamilton Tiger-Cats in 1956, and made a record 90-yard touchdown catch-and-run in the 1961 Grey Cup final against Winnipeg. He died at 70 from Lou Gehrig's disease in Badging, Ore.

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ANOTHER TROUBLING DAY

Canadian Alliance MP Chuck Strahl, a strong critic of leader Stockwell Day, began searching for 11 fellow MPs to form a new party with enough members to gain official status in the House. For the past months, Day has faced repeated demands for his resignation. The rumour will likely continue in the face of allegations that former Alliance member Jan Hani received \$50,000 from the party to give up his B-C seat in Okanagan-Coquihalla so Day could run for Parliament.

Execution delayed

He was to die on May 16, but just as prison officials began isolating pandemonium Oklahoma City bomber Timothy McVeigh by limiting personal contacts to family, lawyers and spiritual advisers, the FBI discovered 3,137 documents that should have been turned over to McVeigh's legal team in 1997. As a result, McVeigh received a stay of execution to June 11. The 33-year-old former soldier claimed sole responsibility for the April 19, 1995, bombing of the Alfred P. Murrah Federal Building, which killed 168 people and injured 500.



A tragic discovery

A woman walking her dog found the body of five-year-old Jessica Koopmans, a week after she vanished from her Lethbridge, Alta., home. The body lay covered in leaves in a field outside Fort McLeod, about 50 km west of Lethbridge. Police had mounted a massive but fruitless search effort, involving hundreds of volunteers, after the girl disappeared while going to play at a friend's house on the same block. Few details were available pending an autopsy, but her grandfather confirmed the body was Jessica's.



A passenger car and three a deadly crash

CELLPHONES, AUTOMOBILES AND ACCIDENTS

Calls for banning the use of cellphones in cars increased after a traffic crash claimed the lives of Richard Sobow, 31, and his two-year-old daughter, Mikaela. The two died when Sobow, apparently distracted by a cellphone conversation, he was engaged in, didn't stop at a red light crossing onto a highway just east of Toronto, and their car was hit by a freight train. Statisticians have shown that cellphones increase the risk of accidents, al-

though a recent report by the University of North Carolina Highway Safety Research Center said other distractions such as eating, talking and adjusting controls are far more likely to result in crashes. Some countries, including Britain, Italy and Spain, have already banned the use of cellphones behind the wheel. In Canada, a motion to prohibit talking on the phone while driving has been introduced in the House of Commons by NDP MP Bill Blaikie.

Charges against a policeman

Const. Martin Cardinal, 26, of Ottawa was charged with unlawful exercise of authority and discreditable conduct because of an incident last November in which he was caught on videotape demanding Julie Cayer's head on the trunk of his police car after arresting her. Cayer, 34, was intoxicated at the time of the incident.

Soccer stampede

Damage to relatives and friends shocked for loved ones after a soccer stampede at Accra Sports Stadium in Ghana killed at

least 136 people. The final tally was triggered when police fired tear gas at fans hurling debris onto the field at the end of the game. It was the continent's fourth deadly stadium disaster in a month, raising questions about Africa's hopes of hosting the 2010 World Cup finals.

No vote, no help

Toronto Liberal MP Tom Wappel, 51, apologized for snubbing James Baxter, an 81-year-old partially deaf and blind war veteran. Baxter had written Wappel in a bid to gain veterans' benefits. But Wappel

BAD IDEAS DON'T GET BETTER ONLINE



Exhibit A: square wheel



Exhibit B: e-squarewheel.com

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responded coolly. "How is it," he asked, "that you are writing me for help if you did not think enough of my abilities to justify voting for me?" Wipfel defended his statement and only apologized after he faced a barrage of criticisms from his own party, veteran groups and the opposition.

A new kind of patch

The world's first contraceptive patch—now awaiting government approval—is as safe and effective as the pill, researchers say. The study, published in the May 9 issue of the *The Journal of the American Medical Association*, involved 1,417 women at 45 U.S. and Canadian clinics from October 1997, to June, 1999. Women found that the matchbook-size patch, produced by the U.S. drug giant Johnson & Johnson, was easier to use than the pill.

Britain to the polls

British Prime Minister Tony Blair called a general election for June 7. Analysts said it was his to lose: according to the latest polls, Blair's Labour Party, which held 417 of 659 parliamentary seats at the time of dissolution, enjoys the support of 50 per cent of voters.

Larger than life

Friends and supporters of the late René Lévesque said they will replace his life-



As safe and effective as the birth-control pill

shared statue outside the Quebec National Assembly with a bigger version. Paul Bégin, the Parti Québécois minister responsible for Quebec City, said that at five-foot-five, the statue is too short and encourages "ungrateful gestures," such as people "leaning on the person's head." The new and improved Lévesque will be more than eight feet tall.

Palestinian territory invaded

Israeli forces invaded the Palestinian-controlled town of Deir el-Balah in the Gaza Strip, destroying a police station and five homes. The military raid followed a week of violence that included an attack on a nearby Israeli army outpost, the death of a five-month-old Palestinian girl by Israel's tank fire and the discovery in a West Bank cave of the bodies of two murdered Jewish teenagers.

More than 520 people have been killed in the region since renewed fighting erupted last September.

A controversial tax break

Ontario Premier Mike Harris's government did away with the province's long-standing opposition to supporting private schools. A new budget extends a tax credit to families whose children attend private or independent religious schools. The credit, which is expected to cost the government \$300 million, will be phased in over five years and is capped at a maximum of \$3,500 per child per year. Ontario is the first province to offer such credits.



A former Starbucks manager

Stiff sentence

James in one of Vancouver's most notorious articles recommended that the man they had convicted of second-degree murder for fatally stabbing a Starbucks manager serve 15 years before becoming eligible for parole. B.C. Supreme Court Justice David Vickers concurred, declaring last week that Muhammad Sayed-Fatemi, 51, must serve that minimum for his Jan. 29, 2000, stabbing of Tony McNaughton. When Sayed-Fatemi came into the store looking for his estranged wife, Starbucks employee Billian Seres, McNaughton had tried to shield her.

WHEN THE GOING GETS TOUGH . . .

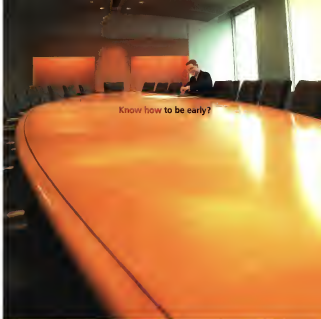
John Roth, president and chief executive of Nortel Networks Corp., will leave the embattled tech giant next April. Nortel, which stunned investors last winter with an earnings warning, is cutting 26,000 jobs in response to a sudden downturn in its business. Roth, leaving the top job since 1997, has been assailed by shareholders for the stunning loss of \$325 million in Nortel's collective share value since its stock hit a peak of \$124.50 last July. Roth's planned departure—compounded by the immediate resignation of second-in-command Clarence Chandra for

financial reasons—leaves the company with a weak successor plan, observers say. While Roth said his exit notice gives "plenty of time" to find a successor, the market appeared to disagree. A further \$3.12 was shaved off Nortel's share price to close at \$22.48 last Friday, the day of the joint announcement. One analyst, expecting it will be difficult to find good candidates, notes: "The talent pool is not extremely deep."

Roth, 55, who late last year cashed in a \$135-million stock-option package, did not spell out his reasons for retiring, nor did he say what he intends to do.



Roth goes online, and so does the market



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Barbara Amiel

Flying to never-never land

How much does Linda McKay-Panos actually weigh? And what size are her hips? McKay-Panos, an Alberta academic and human rights lawyer, has complained to the Canadian Transportation Agency that the seats of Air Canada is causing her for the second seat needed to accommodate her built on a flight to Ottawa constitutes discrimination against overweight flyers. The answers to my questions, however, have not been easy to find since our newspaper doesn't actually reveal such gossamer facts.

McKay-Panos launched her complaint in 1997 and her "problem" is still being studied by the CTA. Now, the federal government has hired a lawyer, on taxpayer money, to argue on behalf of all obese people. Well, why not? This, after all, is the entitlement society. If you are unlucky enough to be too large to fit into an airline seat, surely you are entitled to have others subsidize the cost of two seats for you and let all passengers suffer the consequences of increased fares. Ultimately, the fat lady in the crowd will be entitled to a full row of five seats.

This mind-set can be appealing. My cousin is a cardio surgeon. If he wants to keep working, he has to buy two seats per airline trip, one being for his wife, on his relatively meagre income. Surely that handicaps him in the pursuit of his career? I can't wear a regular pair of shoes

because I have different-sized feet and ought to buy two seats per style if I want any comfort. Perhaps I could ask Revenue Canada to help me out with my Manitoa Bikini Bill.

McKay-Panos, executive director of the Alberta Civil Liberties Research Centre, is a familiar sight in the landscape of the entitlement society. She teaches a course on "Sexual equality and the law" at the University of Calgary. All the usual suspects from University of Michigan law professor Catharine MacKinnon, the pioneer girl of feminist law (women think differently, ergo they should be judged differently), to Supreme Court Justice Claire L'Heureux-Dubé are on her map. One knows the mental landscape of McKay-Panos's mind and I consider it to be barren territory.

First, McKay-Panos and I worship different gods. But wish Pan aside the entitlement society and its awful means that other people should be obliged to pick up the tab for any vacation when it departs from the norm. There is a legitimate parallel problem that McKay-Panos seems to have missed. That is the establishment of a so-called norm for business purposes based on greed.

Mass transportation and specifically air travel have more than their share of greedy managers: people Greed has es-

tablished "norms" in airplane seat size and pitch (legroom) so cramped and small that, unless you are a positively petite person, you may get blood clots if you travel more than a couple of hours. The real problem is not oversized people but ordinary ones. The difficulty in the airline industry is not that it doesn't accommodate disabled people, but that it has stopped accommodating able people. In fact, if you are truly disabled, you will get slightly better treatment: airlines will pre-board you if you are blind, lame or hilly, and possibly give you the bulkhead seat with its lot of extra legroom. MacKinnon and I don't begrudge it. But try and be a tall able-bodied person. You take your life into your hands in most seats.

With the advent of jumbo jets and mass travel, seats seem smaller or the same, while most people have become larger. Elbows must be kept close in order to drink coffee. Now, you spend most of the trip in your neighbour's lap: lift your seat back and you smash the person behind.

The "norm" in sizing airplane from seats to beds to drink heights is determined by the normal body size of a society's inhabitants. In Japan, where most people are smaller than we, hotels have added extra-large-size (for three) beds for westerners. Intelligent and good businessmen who want to give service take such changing norms into account. But some businesses, either

because they are neo-monopolies or because they can get away with it, don't bother. And in the "don't bother" syndrome, which contains many contenders, Air Canada has the distinction of being the winner bar none.

Meanwhile, we have the singular case of McKay-Panos. While it would be hideous if the government ever pressured private citizens like her from bringing such a case no matter how little merit it has, it is only slightly less hideous for the government to use taxpayer money—including the money of those who may really disagree with her case in principle—to try to establish a legal no-man's-land that is at best questionable and at worst fundamentally wrongheaded. If McKay-Panos's weight problem is our fault or our liability, where does the liability go when met? Line up those who suffer from secret dysmorphosis, mental problems and the thousand and one other disabilities that plague human beings. Once you make the decision that every variation is a disability and that a disability so defined puts the onus on other people to accommodate or adjust to it, you are in never-never land. But I suppose it won't matter. Never-never land is at least a 24-hour flight on Air Canada and by arrival most passengers, if still breathing, will welcome their new destination.



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CANCER COVER WHY ME?

BY MARK NICHOLS

For years, the memory of his mother's death in 1979—how she was stricken with colon cancer, and how the disease remained undiagnosed long enough for it to reach her liver—flickered in the back of Wayne Casson's mind. "When the doctors operated," says Casson, who sells antique maps in Waterloo, Ont., "they got the primary tumour, but the liver cancer killed her." As he neared his 50th birthday last year, Casson came across an article recommending regular screening for people with a family history of colorectal cancer. He

We learn more about cancer all the time. But there's only so much we can do to avoid its seemingly random onset

talked to his doctor and in July had a colonoscopy—a procedure in which physicians run an optical device called an endoscope through the colon to search for signs of cancer. In Casson's case, they found a small tumour, which surgeons subsequently re-

moved. "The tumour was benign," says Casson. "But the doctors said it would have almost certainly developed into cancer." His close call has turned Casson into a screening advocate. "Everybody over 50 should be tested regularly," he says. "Colorectal cancer is a preventable disease."

And so are other cancers. Canadians have known for decades that they shouldn't smoke. Most of us also have a pretty good idea of how



▲ Years of new low author died, Casson got a checkup—and caught a tumour before it was too late

to adjust our diets and get enough exercise to discourage a host of ailments, including cancer. But outside any smoke-free office building—or hospital, for that matter—you still see people gulping near the doorway for a cigarette break. Obesity rates are going up, not down. Despite the pleas of health experts, Canadians still don't exercise as much as they should—and many stubbornly ignore recommendations that they avoid fatty foods and eat more fruit and vegetables. "It's hard to get people to do these things," says Dr. David Ball, a Halifax oncologist who treats prostate cancer. "But it's changing—five years ago you could hardly get a veggie burger anywhere, and now Harvey's has them."

For all the measures anyone can take, cancer remains an implacable enemy, striking seemingly at random and often fatally. While Casson has dodged the bullet, the Canadian Cancer Society estimates that physicians will diagnose 17,200 new cases of colorectal cancer this year, and 6,400 men and women will die of the disease as cancers of all kinds cut a lethal swath through Canadians' lives. The annual number of new cancer cases is rising steadily, with 134,000 new cases—and 65,000 deaths—projected for 2001.

Despite the bleak numbers, however, incidence and death rates for colorectal cancer and some other killers, including lung cancer in men and cervical cancer in women, are actually declining. "The news for individual Canadians is good," says Dr. Barbara Wythe, a director at the Canadian Cancer Society. "Statistics show Canadians have less chance of dying of cancer than in the past. The bad news is that with the population growing and aging, the number of new cases is rising rapidly."

Part of the challenge facing anyone trying to do the right thing to avoid cancer is making sense of the plethora of new information, some of it contradicting previously held theories. Last month, a study published in the British journal *Gut* even challenged the value of some fibre in the diet. Fruit and vegetables still got the thumbs-up, but according to the article, the proposed fibres found in prunes, bananas and cereals were ineffective in finding off colorectal cancer. At the same time, scarcely a week goes by without word of something else that might cause cancer. Earlier this month, a U.S. study involving more than 17,000 women turned up hints that breast implants might be linked to cancers of the brain, lungs and livers. The researchers found no link to breast cancer.

Clearly, there are limits to the time even the

most serious health wonders can spend keeping up on the latest literature—and simple evidence that, no matter what they do, cancer can still hit anyone, anytime. Nonetheless, a growing understanding of the disease is making it increasingly possible to predict the likeliest victims. Age is the prime indicator. The reason, as the body ages, a lifetime's wear and tear makes cells increasingly prone to the genetic changes that can trigger cancer. "You can almost say that if you live long enough, you'll get cancer," says Andrew Goldstein, a statistician at the B.C. Cancer Agency in Vancouver. Another key factor is a family history of a particular cancer, which almost certainly points to an increased likelihood of getting the disease.

Adding where they can, family physicians are increasingly counselling patients on how to reduce these risks through diet and lifestyle measures. Even in the absence of hard proof, many experts contend that regular exercise, a diet low in fat and rich in fruit and vegetables, along with regular screening and select fluoroscopy, can significantly decrease the risk of cancer (page 26). "Warriors! Cancer, a non-smoker who keeps fit by cycling and hiking, is watching his diet carefully, takes his close encounter with cancer 'I've cut down on the french fries and red meat,' he says, 'and I'm eating more fruit and vegetables. I'm convinced these things can make a difference to whether you get cancer or not.'"

Just over 30 years have passed since U.S. president Richard

Nixon declared war on cancer—and the enemy clearly has not been vanquished. But some enormous scientific advances are just beginning to bear fruit. "While researchers have yet to produce the silver bullet that will defeat cancer once and for all, they have found valuable new therapies and gained a deeper understanding of the disease," says Dr. Robert Phillips, executive director of the National Cancer Institute of Canada. "Now we can design cancer drugs scientifically, instead of by trial and error, as in the past." One of the new breed of drugs that target cancer cells without damaging others is Novartis Pharmaceuticals' Gleevec, which achieved remission rates of more than 50 per cent in patients with acute forms of leukemia during clinical trials. Approved by the U.S. Food and Drug Administration last week, Gleevec is under priority review by Health Canada.

Another enormous step came last June with the completion of a draft of the decoded human genome. Work continues on a more complete version that will give researchers a vast new library of genetic knowledge to draw upon. "I think we're soon going to see major discoveries," says Christine Pratt, a University of Ottawa researcher. "We are getting to know the biochemical pathways involved in cancer well enough to find areas we can attack."

Treatment is one approach; prevention, or at least early detec-

tion, is another. For some forms of the disease, including breast and colorectal cancer and another that causes central tumours, genetic screening can identify people who have a susceptibility that runs in their families. Early detection of any cancer is crucial, says Victor Ling, head of research at the B.C. Cancer Agency. "Too often by the time cancer is found," he adds, "it's very difficult to treat because it's been spreading for years." For patients now known to be at risk, physicians are prescribing a battery of tests that can detect breast, cervical, colorectal, lung, prostate and other cancers before it's too late.

In the case of lung cancer—the malignancy that takes the largest number of Canadian lives—prevention is close to 50 per cent of all cases is remarkably simple: don't smoke cigarettes or any other form of tobacco. And although the disease continues to take a average toll—21,400 new lung cancer cases and 18,000 deaths from the disease are projected in Canada this year—campaigns to warn

people off smoking are paying dividends. Reflecting the fact that men began turning out two decades ago, 77.5 new lung cancer cases are projected this year for every 100,000 men, down from a peak of 97.1 per 100,000 in 1984. For women, who started smoking—and quitting—at far greater numbers later than men, the rate of new cases is still rising, with 47.4 per 100,000 new cases projected for this year, up from 37.7 per 100,000 a decade ago. "In a few years," Wylie anticipates, "the rate of increase among women should start dropping as well."

Meanwhile, the rapidly rising number of older women in the population is pushing up the death toll for breast cancer, a disease that's more likely to strike after 50. About 13,500 new cases are projected for this year, and an estimated 5,500 women will die of the disease. But mortality rates are falling—from 30 breast cancer deaths for every 100,000 women 20 years ago, to a rate of 26.7 per 100,000 projected for 2001.

Experts attribute much of the improvement to the growing use of mammography to detect breast tumours. But a Health Canada report earlier this month showed that screening isn't nearly as widespread as it should be. Half the province had biennial low mammography rates, with Quebec screening only 11.5 per cent of older women,

PERSONAL CHOICES

Scientists have demonstrated conclusively that tobacco causes cancer. Beyond that, they have established only that relationships exist between cancers and such influences as alcohol consumption, diet, exercise and environmental contaminants. Tobacco, cars and gas, but here is some of the latest thinking on how to avoid cancer.

TOBACCO AND ALCOHOL:

Sleepy put, burn out. Smoking causes not only lung cancer but also tumours of the mouth, tongue, throat and lips. "What's more, McGill University epidemiologist Eduardo Franco says prolonged smoking may also lead to a buildup of cancer-causing agents in the bladder, pancreas, cervix, rectum and genitalia. Alcohol is a different matter. While it is not a primary cause of cancer, Franco says, it can pre-

more the development of the disease because it increases the capacity of cells to absorb and carry cancerous agents. "If a person smokes and drinks on a frequent basis," says Franco, "the risk is overwhelmingly greater than if you're doing one or the other."

DIET: The Canadian Cancer Society recommends consumption of five to 10 helpings of fruit and vegetables daily, based on numerous



studies showing that plant fiber reduces the risk of developing colorectal tumours. But even with fiber, there is conflicting evidence. A study published last month in the British medical journal *Gut* concluded that the fibre found in cereals and processed

grain bars provides no protection. In another diet issue, Dr. Robert Breast, a University of Toronto researcher, has led ground-breaking studies linking overeating to colon, prostate and breast cancer. Breast says excessive food intake triggers complex chemical reactions that lead to the production of too much insulin, a hormone that, among other things, makes cells divide and proliferate.



Don't try this at home, kids.

EXERCISE: Several studies over the past two decades have linked exercise with reduced risk of breast and colorectal cancer, but researchers continue to examine the issue. Christine Friedenreich, an epidemiologist with the Alberta Cancer Board, is about to publish results of a study of 2,500 women showing that those who had a lifelong regimen of at least moderate physical activity had a

40-per-cent reduction in risk of breast cancer. "There hasn't been much research on the underlying biology," she says. "There are just a bunch of hypotheses."

ENVIRONMENTAL CONTAMINANTS:

There hasn't been enough research to establish or rule out connections between cancer and the chemicals in our air, water and food, says Kristian Anonson, an epidemiologist

at Queen's University in Kingston, Ont. Studies have shown that byproducts of the chlorination of water, such as trihalomethanes, may cause colon and bladder cancer. Another set of common chemicals, the organophosphates (including diazinon) found in pesticides, has been linked to tumours in farm livestock such as cattle and far. But on May 5, *Aceview* released an analysis of 30 studies finding no

connection between these chemicals and breast cancer.

SCREENING: Early detection is one of the best methods of treating and stopping cancer. The Pap test has led to a 75-per-cent reduction in the incidence of cervical cancer since the early 1960s, says Franco, while mammograms appear to have cut the mortality rate from breast cancer by 30 per cent over the same time period. Studies are also beginning to show that screening can detect colorectal cancer in people over 50. But medical professionals are divided on the usefulness of prostate screening, partly because the current tests can't determine whether an enlargement of the gland is due to a tumour or other cause.

Dr. Arzy Joshi

Even as the death rate from breast cancer declines, the number of newly diagnosed cases continues to climb

and Ontario only 12.8 per cent. The highest rates were in Saskatchewan (54.7 per cent) and British Columbia (45.5 per cent)—two provinces with breast cancer mortality rates among the lowest in Canada. "I think breast screening can make a huge difference," says Dr. Karen Gelman, an oncologist at the B.C. Cancer Agency. "It lets us catch cancers early, when they're most treatable and curable."

Other factors, including improved surgical techniques along with healthier diets and more exercise, may also play a role in reducing breast cancer mortality rates. Yet even as the death rate declines, the number of new breast cancer cases continues to climb. One reason, says Gelman, is that Canadian women are having fewer babies, so the hormone oestrogen, which is linked to breast cancer, is circulating in their bodies "We know," says Gelman, "that in a majority of cases, oestrogen plays a role in promoting breast cancer."

The male equivalent is prostate cancer—the most common and second most lethal form of the disease among men. It continues to take a terrible toll of lives, despite the existence of a simple screening test. A disease that tends to strike down older men, prostate cancer is expected to kill about 4,300 Canadian men this year, while close to 18,000 new cases will be detected. Many family physicians routinely administer PSA (prostate



■ Researcher Fredrick thinks 'major discoveries' are imminent

specific antigen) tests to detect prostate cancer. Health Minister Allan Rock recently became something of a poster boy for that procedure. Since his father died of prostate cancer several years ago, Rock has undergone regular PSA testing. On Feb. 13, he had prostate surgery after a son detected cancer.

But PSA testing is controversial, because a positive result can persuade some men to undergo prostate removal—even when the cancer has not spread and may never threaten their lives. In

fact, two-thirds of men with prostate cancer die of other causes before that disease becomes life-threatening. And men whose prostates are removed run the risk of some degree of incontinence and impotence. But for all the controversy, Hollbrook Bell predicts that over the next 10 years data will show that with the PSA test, "we're making progress with prostate cancer and saving men's lives."

One result of the PSA test's introduction in the late 1980s was to send incidence rates soaring by identifying thousands of prostate cancer cases that otherwise would have been undetected for years. Now, with so many of the slow-growing cancers spotted, the rate of new cases has actually plunged—from a peak of 140 per 100,000 in 1993 to 118 per 100,000 projected this year. However, the rate is once again gradually rising. "Why the continuing increase? Once again, lifestyle factors are the key suspect. 'I think the villain is the high-fat, high-calorie North American diet,'" says Bell. "In the Middle East and Asia, where people eat differently, prostate cancer rates are lower."

In the overall war, one of the most aggressive gains has been against colorectal cancer, with the rate of new cases and deaths in both men and

Curiosity.



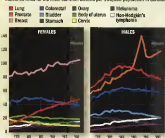
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PROGRESS AND SETBACKS

Incidence rates for the most common cancers per 100,000 population in Canada



Source: Health Canada, Statistics Canada

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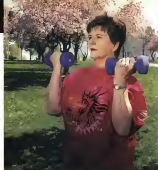
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Women may be more willing than men to change their habits, and their bodies may respond better to protect them

women declining. Even so, cancer of the colon, or bowel, and rectum still rank as the third deadliest among Canadians after lung and breast cancer for women and lung and prostate cancer in men. This year, an estimated 17,000 Canadians will be diagnosed with the disease, and about 6,400 will die of it. In the past two decades, however, the number of new cases annually has fallen by nearly 20 per cent among women, and eight per cent among men, while mortality rates have nearly halved among women, and dropped about 35 per cent among men.

Experts attribute the improvement to growing public awareness of the disease—and increased screening of patients over 50 by physical examination, stool sample tests and colonoscopies that enable physicians to scan the bowel's interior for polyps—the pipe-like growths that can turn cancerous. If it's detected at an early stage, colorectal cancer can often be effectively treated, and even cured. And when it does develop, improved surgical techniques and now chemotherapy drugs have improved survival times. "When I saw one of my patients for the first time, I thought he'd be dead within a month," says Dr. Ralph Wong, a medical oncologist who treats colorectal cancer at Winnipeg's St. Boniface General Hospital. "Now it's a year later and he's doing fine, thanks to one of the new drug combinations."

Many experts are convinced the right kind of diet can protect



■ There is a history of breast cancer in Porter-Catcheon's family

Canadians from colorectal cancer. "There's evidence that consuming a lot of fat is bad, and that eating a lot of fruit and vegetables is a protective," says Dr. Tony Fields, an oncologist at Edmonton's Cross Cancer Institute. "Keeping your body weight under control is important, too," says Fields, who adds that people who exercise regularly seem to be less likely to get colorectal cancer. Why have women fared so much better in the battle against colorectal cancer? "Women may be more willing to embrace lifestyle changes," says Fields, "and when they do, it may be that their bodies respond better to protect them."

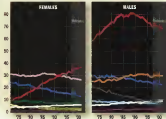
Women generally seem to take better care of their health than men. Because of a history of breast cancer in her mother's family, Ottawa consultant Nancy Porter-Catcheon regularly examined herself. In June 1995, at the age of 46, she discovered a lump in her right breast, and in August, surgeons removed a malignant tumour. After that, Porter-Catcheon, then a senior adviser at Transpact Canada, underwent six grueling months of chemotherapy followed by five weeks of radiation treatment. "The odds are," she says, "that the disease won't come back. But it could." Married with two grown children, Porter-Catcheon now has her own consulting firm and heads a support group called Breast Cancer Action Ottawa. Increased awareness of breast cancer—and the importance of screening—means women have a better chance today of beating breast cancer, she says. "It's still a terrible disease," says Porter-Catcheon, "but the mortality rate is coming down—we're making progress." And in the war against an insidious killer, every life saved counts as a resounding victory.

For more, see www.bca.ca

SURVIVING CANCER

Death rates of the most common cancers, per 100,000 population in Canada

■ Lung ■ Colorectal ■ Ovary ■ Melanoma
■ Prostate ■ Bladder ■ Body of uterus ■ Non-Hodgkin's lymphoma
■ Breast ■ Stomach ■ Cervix



Source: Statistics Canada, Health of Canadians, 1996

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Once again,
Canadians are
asking, 'How
could this
happen?'

By Sharon Butala
author *Exhausted, Sick*

I was raised in rural and small-town Saskatchewan. We children used to raft every spring on drought-rivaled by railroader, falling in and splashing one another, and swim—our parents joined to grab us, so swift was the current—in the Saskatchewan River. I remember narrow, hilly, sandy roads lined with thick deciduous forest that we used to take instead of highways for their pleasure in the beauty. We didn't have indoor plumbing until the early 1950s when we moved to Saskatoon. Like us, most small-town or rural people had pumps in the kitchen and outdoor toilets. We bathed once a week in tin tubs of water—refilled every winter—based on the cook-stove. Yet we were more likely to suffer from gas poisoning from our coal-fired furnaces, or from a fall downstairs, than from illness caused by drinking or bathing in the water.

In the mid-'70s, when I moved from Saskatoon to the Busha ranch near the Montana and Alberta borders, I soon developed a problem

Then, in the late 1970s, we built our new house only 20 m from the small Frenchman River, which supplies our household, our cattle and horses, and our local flood irrigation system. I was worried about using this water for cooking or drinking. A number of families, nevertheless, drank it as it was, without any attempt to filter or purify it. We, however, put nearly \$10,000 into a seepage filtration well beside the river, plus various other paraphernalia to provide us with safe, clean water. No government helped us to pay for this, although if help had been available we would have accepted it. When it came to water, like most rural families, we were pretty much on our own.

When I was born, Saskatchewan had been a province for only 35 years. I think we all had a sense of "booting it" in a new, new place, and that in the years to come everything would improve. Well, yes and no. In a country the United Nations has declared for several years running to be the best in the world to live in, how can we

*Hundreds die each year
Cryptosporidium just
near North Battleford's
water supply*



BETRAYAL OF TRUST

with diarrhea. I didn't notice it had become chronic until one day I reduced it to a half-dozen bottles of anti-diarrhea medication sitting on windowsills and shelves in every room of the old ranch house. I went to the doctor, who, despite testing, was unable to find a cause. But through happenstance, I discovered the origin of my ailment. It was the ranch water, which as this semi-arid region of south-western Saskatchewan came from a well, the blessed presence of which decided where the Butalas would put their house and ranch buildings, in fact, whether they could live there at all.

My husband, Peter, and his family had always used that water, their bodies had adapted to it, but mine, accustomed to better quality urban water, couldn't handle it. Testing showed the well water was as hard as was barely fit for human consumption. I weighed only 96 lb at the time and the accompanying pain, fatigue and dehydration could conceivably have killed me, if my husband hadn't immediately begun bringing me water from elsewhere.

not feel it a betrayal that the water running from taps in homes, not just in North Battleford, Sask., but all over Canada, is no longer safe to drink, worse, the agencies established to provide clean, safe water apparently can't be relied on to do the job properly. And as residents of Wilfrid, Ont., and North Battleford would probably say, they can't be trusted either to warn us when equipment breaks down, or when floods or other non-usual sources of pollution render the water supply questionable. Premier Lorne Calvert has sentenced an independent judicial inquiry into the failure of the North Battleford system, so we're also being treated to the sight of officials scrambling to distance themselves from blame for the presence of *Cryptosporidium*, the parasite that caused illness in the city's water supply. In the year 2001, in the darkest part of the night, North Battleford residents must be asking, *what happened?* Why, when we are so advanced compared with 50 years ago, could the thing we trusted in more completely fill us, so that suddenly we feel ourselves no safer

than the much-pitied poor of developing countries?

I think that one answer lies in the reluctance of governments to provide money for projects that lack glamour. All over Canada, infrastructure for cleaning and purifying water is obsolete in design and/or decaying, and the repair or replacement of such equipment hasn't paid off in political capital, and that, has been neglected. As well, we are suffering from the effects of governments buying into the old idea that less government is better, and from the odious notion of user pay, an erosion of the most basic democratic principle of equality of opportunity for rich and poor, rural and urban alike.

The result, as the residents of Wilfrid and North Battleford know all too well, has been that governments began to pure services and to charge individuals for others that had been free. In Saskatchewan, for example, most folk didn't pay the provincial laboratory to use our water until about five years ago. And such testing has never been, and isn't now, mandatory. Now people are asking, if governments refuse to be responsible for the provision of safe water, just what are our governments for? Are they there only to satisfy the demands of the corporate elite can while the vast majority, the so-called ordinary people, must now fend for themselves?

Each province sets its own water quality guidelines for *Cryptosporidium*—and these can vary widely. But our whole idea of what constitutes a safe and adequate water supply has to be rethought. With a huge increase in human populations, and in animals held in giant feedlots and farms, all producing vast amounts of waste, water pollution is more likely to occur. And we continue to drain wetlands and mow down forests, our natural filtration systems, so if we didn't know that doing so lessens our precious water supply and destroys its quality.

Today, just about everything has become a commodity, from trips into space to human embryos. In such a milieu, having to buy our drinking water, an idea that 50 years ago would have horrified people, has become normal. In all this upheaval about water contamination in North Battleford, and in the rapid backpedalling of officials, we seem to have lost sight of the basic, unadmitted fact that water is not merely nice to have, or pretty when it lakes or overflows a life itself.

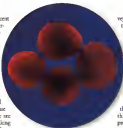
Sadly, the great beauty that was once Saskatchewan is disappearing at a frightening pace. The trees that lined our country roads have been cut down, the fields of wildflowers plowed under, the sloughs drained and filled to make room for farms or urban sprawl. The wild, dangerous Saskatchewan River of my childhood is dammed, its once pristine waters no longer safe. Along with its purity, something else equally vital has been destroyed: the trust of people far from the centres of power in the ideal we were all raised with—that in a democracy the government is not alien, but that it is us.

Sharon Butala is an award-winning author of 12 novels and non-fiction books. Wild Stone Heart is her latest work.

Microscopic pests lurking in tainted water—and there are plenty—excel at making us sick

A BUG'S LIFE

By Danylo Hawashuk



Cryptosporidians, shown here magnified 2,925 times, were the single-celled culprits found in North Battleford's water supply

protozoa (single-celled organisms sometimes considered "single animals"). All follow a pattern of fecal-oral transmission—infected feces somehow end up in the water we drink and brush our teeth with. *Cryptosporidium*, a parasitic protozoan, occurs widely, but occurs more often in rural areas with intensive farming. It lurks in the bowels of young ruminants, including calves and lambs, and spreads through contaminated food that sheep or are discharged into our waterways. *Cryptosporidium*'s natural reservoir, says Kaye, is bugs. "We're never going to be able to eradicate it."

In one of the most comprehensive surveys to date, the Centers for Disease Control and Prevention (CDC) in Atlanta identified the five top bio-culprits associated with major outbreaks of waterborne disease in the United States. The findings, says Dr. Andy Seneo, an infectious disease specialist at the Sunnybrook & Women's College Health Sciences Centre in Toronto, apply equally well to Canada. They show it can be a mistake to think of water as benign. Glen Armstrong, a professor of medical microbiology at the University of Alberta in Edmonton, thinks taking control away from the provinces and having Ottawa set binding national standards for water treatment would help. "North Battleford coming close on the heels of Walkerton," says Armstrong, "has reinforced the fact that we can't be complacent anymore." With so much at stake, it's worth getting to know some of the bugs that have no business in our drinking water.

Cryptosporidium Discovered in 1976, this potentially life-threatening parasite is responsible for over half of all outbreaks of waterborne illness in North America. The infectious form in its life cycle is called an oocyst (oh-oh-sy), which is protected by an outer shell of molecular armor that makes it very resistant to chlorine. It's about half the size of a red blood cell. When ingested, *Cryptosporidium* attaches to the cell wall of the upper intestine, also the small bowel. It causes a local inflammatory response, forcing intestinal cells to

secrete fluids, ultimately resulting in watery diarrhea. "The diarrhea can be relatively mild," says Seneo. "It can also be much more severe: five to six watery stools or 20 bowel movements per day." Symptoms of cryptosporidiosis usually appear two to 10 days after exposure and, in addition to diarrhea, can include cramps and a mild fever, which last about two weeks. Once recovered, a person can still pass *Cryptosporidium* in their stool for up to two months. There is no treatment, and physicians suggest drinking fluids to prevent dehydration. Rapid fluid loss can kill babies, or anyone with a severely weakened immune system—AIDS patients, those with cancer, or organ transplant recipients taking immunosuppressive drugs. *Cryptosporidium* can be caught in swimming pools or hot tubs. Infected water must be boiled for at least five minutes.

E. coli O157:H7 This bacterium is a killer. There are hundreds of harmless strains of *Escherichia coli* living in animal and hu-

man guts, but O157:H7, first identified in 1982, produces a toxin that leads to bloody diarrhea and occasional kidney failure. The letters and numbers are scientific shorthand and refer to identifying features on the surface of this rod-shaped, single-celled viper. People get it by drinking bad water, as Walkerton residents can attest, but the majority of infections occur by eating undercooked, contaminated ground beef.

It is suspected that only a few bacteria are required to make a person sick. It usually takes five to 10 days to recover, and antibiotics are not effective. In fact, some health authorities believe antibiotics can cause kidney complications when taken for *E. coli*. Anti-diarrheal treatments should be avoided. Children under 5 and the elderly have a higher risk of suffering from a complication called hemolytic uremic syndrome, which destroys red blood cells and causes kidney failure. The syndrome strikes between two and seven per cent of victims, and may kill up to

Ecoli O157:H7, above magnified 2,925 times, killed seven in Walkerton last year; Giardia (left) 3,300 times larger than life

five per cent of those even with treatment in an intensive care unit.

Norwalk This rotavirus virus is innocuous in comparison to *E. coli*, causing just a day or two of diarrhea and perhaps a low-grade fever, maybe some vomiting. Still, it is pervasive, accounting for an estimated one-third of all viral gastrointestinal cases in North America in those over the age of 2. It is usually associated with outbreaks in restaurants, schools, institutions and cruise ships. People can also contract the virus by eating shellfish, which can become contaminated by ingesting human sewage on the ocean floor. About half of all adults develop immunity after being exposed to Norwalk, but it doesn't last and reinfection is not unusual.

Shigella A group of bacteria fall under the *Shigella* umbrella, with symptoms varying depending on which strain is ingested. *Shigella*, particularly common in areas with poor hygiene, shows up more frequently in warmer parts of the United States, but is common in Canada as well. Diarrhea is often bloody. The young and elderly once again bear the brunt, with severe diarrhea forcing hospitalization. These bacteria were first discovered more than 100 years ago by a Japanese scientist, and today are usually treated with antibiotics. Anti-diarrheal products make things worse. Adults usually recover fully, but normal bowel habits can take several months to return.

Unknown One important point: the cause in almost one-fifth of waterborne disease outbreaks can't be pinpointed. "There are a number of possible explanations," says Seneo, "and one is that there are other agents out there that we have yet to identify."

That complies the CDC's list of top five bugs, but a couple of others with serious consequences are worth noting.

Giardia Canadians probably know the protozoan agent as "beaver fever." Many campers and hikers who drink from streams and lakes contaminated with beaver feces, as well as waste from humans, mink and dogs, have succumbed to its symptoms, which include diarrhea,

To Lease or Not to Lease?

With leasing increasing in popularity each year, how do you know if it is the right fit for you? Ask yourself the questions: Do I want to own the car in the end of a finance term? If your answer is yes, then traditional loan financing is probably the way. If you answered no, you should consider the pros and cons of leasing and consult your financial adviser to determine if leasing is your best option.

*Keep in mind, whether you lease or finance, you are responsible for all damage repairs and for manufacturer's scheduled maintenance.

Learning Objectives

- ▶ Lower monthly payments or affords a car with more options because a smaller portion of the vehicle is financed.
- ▶ Fixed monthly car expense (assuming a new car lease with a term equal to the manufacturer's warranty).
- ▶ Vehicle depreciation is less of a concern because you return the car at the end of the term and lease another new car.
- ▶ Low capital is required.
- ▶ Taxes are paid monthly.

Leasing Concerns

- When you should guarantee the residual or end value of the vehicle. It is difficult to predict what the market value of that vehicle will be, so do not be on the hook for it.
- Leasing costs more than a loan if you plan to purchase the vehicle.
- If you need to exit from a lease before term completion, your options are to transfer the lease to another person or buy out the lease.
- For high mileage drivers, leasing may not be the most cost effective option.

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cramps, gas and weight loss. The parasite, which resembles a pear having a bad hair day, germinates inside the host, reproduces and causes illness. Once it has fed itself, *Giardia* forms a protective cyst similar to *Cryptosporidium* and is excreted in the feces. It is found across Canada and around the world. Several provinces have reported outbreaks, but a number of gastroenterology specialists. "At least," says Simon, "it's relatively easy to treat."

Teenage In 1995, students in Victoria got up-close and personal with another

for the country. But Olanilo has not put aside the substantial sums needed to upgrade treatment plants, he says. "There are so many places that have to spend a lot of money that it would add up to the hundreds of millions," adds Thomas, "and I'm not hearing that."

In North Bedford, milk has turned to lye, and inquiries in Ottawa, the government crickets what some MP's see as a hollow pledge to only discuss the problem with the province. Meanwhile, the latest wake-up call has reignited demands for

A sometimes deadly gang of viruses, bacteria and protozoa means it is a mistake to think of water as benign

Cat: one carry *Toxoplasma*, heavy magnified 600 times

equipment and tight budgets squeezed by provincial downloading. But there a room for some optimism: British Columbia has much tougher water management and gave the province's health department a larger role to play. The only other province where the health department manages water is New Brunswick. The changes in British Columbia provide for more plant inspections and higher fines for infractions. Since the Walkerton tragedy, Ontario has made the federal-provincial guidelines on water quality legally binding, with penalties for infractions. That is a good sign, says Barry Thomas, a former Health Canada official who sits out on the committee that set drinking-water standards.

Driven to take waste regulations away from the provinces and set binding standards for the country in this regard, says Jerry Grafstein, has a private bill before the Senate urging that the Food and Drugs Act be amended to define waste as food, giving the federal government the power to set standards, investigate and discipline violators. Outbreaks are too often treated as isolated incidents, says Grafstein. "It's perceived to be a local problem," he says "for when you aggregate them, it becomes a national problem." Grafstein and his supporters point out that the Environmental Protection Agency sets the standards for every U.S. state. They also say couldn't something similar be done here? ■

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Investment:
Volunteers' money for Big Sisters.

What she gets out of volunteering:
"Their great laugh my little Sisters love."



Corinne

Investment:
Volunteers' time and love for Sunshine Smiles for Kids.

What she gets out of volunteering:
"That special feeling that comes from helping children live their dreams."



Terry

Investment:
Volunteers' money and time with local Out of the Cold program.

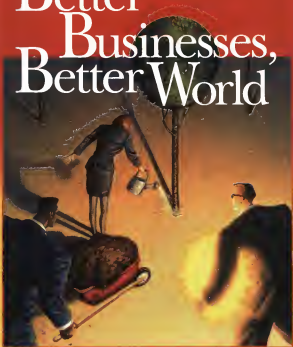
What he gets out of volunteering:
"The joy of knowing a life may be spared by providing shelter to the less fortunate."



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Viewing Corporate Social Responsibility Holistically

THE INITIAL REACTION was one of skepticism. Following the closure of Canadian Forces Garrison Barracks in 1995, Canada Lands Co., the Crown Corporation responsible for creating value for the federal government's surplus real estate, asked the residents of Calgary how they would like to see the military base redeveloped. "There were a lot of raised eyebrows," says Gordon McIvor, vice-president at Canada Lands. "For years, the base, which occupied a 400-acre site in the southwest corner of the city, had been a major contributor to the local economy. People did not believe that we were willing—or able—to replace what had been lost."

They ought not to have worried. Today, the former military base has been transformed into the vibrant community of Garrison Woods, replete with award-winning mixed-income housing, parks and a thriving business area. Says McIvor, "People are very, very happy with the outcome." So is Canada Lands. In February, the company won the Canadian Home Builders' Association's Sales and Marketing (SAM) Award/Great SAM prize for their Garrison Woods development. The success



LANDS AWAY Canada Lands Co. redeveloped Calgary's former military base into the vibrant community of Garrison Woods, an award-winning development that includes housing, parks and a thriving business area.

of Garrison Woods is a testament to Canada Lands' commitment to Corporate Social Responsibility, insists McIvor. "CSR is a core value for us," he says. "In each new project we undertake, we assess environmental, social and economic opportunities and develop a plan that enhances value creation—and improves life in the local community."

According to George Khouri, di-

rector of the Conference Board of Canada's Canadian Centre for Business in the Community, Canada Lands' approach to CSR is right on the money. "The company has a very holistic view," he says. "It understands that CSR is not something that resides with one person on the periphery of an organization. Rather, it's about doing business in an economically, socially and envi-



CORPORATE SOCIAL RESPONSIBILITY

ronmentally responsible way—a way that involves all stakeholders including employees, customers and communities.”

This is a reality that Alcan Aluminium Ltd. understands. A leader on the CSR front, Alcan recently broke new ground with the release of Alcan B.C., a report that documents not only financial results but also social and environmental performance at its B.C. operations. “This was very much a learning experience for us,” says Dan Gagliardi, Alcan’s vice-president of corporate affairs. “We are used to measuring financial as well as environmental performance. The social part is harder. But we found that with the involvement of our stakeholders including communities and employees, we were able to obtain data that’s useful.” So pleased is Al-



HIGHER LEARNING: These business executives and managers are students of a two-year Corporate Social Responsibility certificate course offered through the University of Toronto.

can with the experiment that it plans to develop a “triple bottom line” CSR report relating to its worldwide operations next year.

To encourage other Canadian companies to embrace a broad approach to CSR, the Conference Board recently partnered with Leadership Network and the University

of St. Michael’s College (part of the University of Toronto) to develop the Certificate in Corporate Social Responsibility. A two-year program that is delivered in four three-day installments, the Certificate in CSR is designed to provide corporate executives and managers with the tools and knowledge they need to achieve business objectives by integrating economic, environmental and social challenges and opportunities into long-term corporate strategy.

Elvis Peco, co-ordinator of community affairs at Calgary-headquartered Shell Canada Limited, completed the first stage of the CSR Certificate program in February. “I’m already quite a fan,” says Peco, whose company is one of the global leaders in CSR. “I have gained an invaluable foundation in the concepts of corporate social responsibility. At the same time, I have had a marvelous opportunity to explore this important topic with people representing diverse industries from all over the country.”

To further promote an inclusive approach to CSR, the Board has also recently completed a study for Industry Canada entitled Reporting on Corporate Social Responsibility Performance: Results of a Survey of Canadian Companies. The report

“Canadian companies are increasingly finding it necessary to report on CSR practices and performance to address stakeholder expectations, manage performance and create business value.”

examines the approaches 25 large Canadian companies are taking to reporting on sustainable development and corporate social responsibility. As well as establishing a foundation of knowledge, the report is expected to be used by Canadian companies looking to adopt sustainable development practices—and thereby gain a decided competitive advantage. Says David Gormall, research associate at the Conference Board and co-author of the report, “Canadian companies are increasingly finding it necessary to report on CSR practices and performance to address stakeholder expectations, manage performance and create business value. They are making significant investments in the form of time, human resources and dollars to develop information and management systems to achieve credible and accurate measures of performance.” For these companies, a key challenge will be to report on issues that are meaningful to a wide range of audiences including management, communities, employees, government and shareholders.

The Conference Board is involved in a major three-year initiative that will help companies meet this challenge. In partnership with Imagine, the Canadian Centre for Philanthropy’s national initiative to promote corporate and individual citizenship, and an advisory group of executives from 25 Canadian companies, the Board has developed the Corporate Social Responsibility Benchmarking Model. “The goal is to develop a publicly credible and coherent set of standards that can help Canadian companies measure and report on their social performance,” says Khoury. With stake-

holder expectations regarding corporate responsibility and transparency on the increase, there is a need to develop a model for measuring a broad spectrum of socially and environmentally responsible business practices in a consistent manner. “While there are many standards out there, few corporations have agreed to use them because they are too complicated or unrealistic,” adds Khoury. “We want to change that. We want to use an inclusive approach to develop a model that is realistic, reasonable and measurable.”

“When we do that,” adds Chris Parnes, director of Imagine, “we will

have an important new tool that Canadian companies can use to integrate corporate social responsibility into their business strategies. That will be good news indeed.” Don Thompson, corporate secretary and general manager of environment, health and safety at Synco Canada Ltd. and member of the CSR Benchmarking Model advisory group, agrees. “From our perspective, we have a social license to operate,” he says. “The Benchmarking Model is a tool that will help us maintain that license. It will allow us to demonstrate that our performance meets society’s expectations and that we are a leader in the field of social responsibility.”

The approach builds on the work of a number of organizations such as the UN Global Compact, the Global Reporting Initiative and the OECD. It is a benchmarked yet inclu-

CORPORATE SOCIAL RESPONSIBILITY WEEK

The Conference Board of Canada presents the 2nd annual Corporate Social Responsibility Week May 21-25 to bring greater awareness to Canadians about the growing importance of CSR. This year the theme of CSR week is *Integration and Advancement*. CSR involves integrating the social, environmental, financial, and ethical spheres of activity in order to bring business to new levels of business practice and sustainability performance. During CSR Week, best practice in the area of CSR as well as the latest trends will be highlighted. Events taking place during CSR week include:

- Meetings of Conference Board councils, including more than 100 business and government representatives;
- Three CSR conferences: Environment, Ethics and Community Investment May 24-25;
- A discussion of Corporate Governance, co-hosted by the Canadian Institute of Chartered Accountants and The Canadian Centre for Ethics and Corporate Policy on May 23;
- Release of results from the Conference Board report *Reporting on Corporate Social Responsibility Performance: Results of a Survey of Canadian Companies*;
- Release of a study, *Sustainable Development, Value Creation and the Capital Markets*.

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sive approach that is getting a lot of attention from other countries interested in developing credible and practical sets of standards to help measure and report on corporate social performance.

To further encourage diverse stakeholders to come together at the CSR table, the Conference Board is hosting three separate CSR-related seminars in upcoming Corporate Social Responsibility Week Conference in Toronto. The topics are: Environment, Global Ethics and Community Investment. Says Khoury, "We wanted to attract people who might not normally participate in our events — and get them to start thinking and talking about how what they do relates to CSR."

Sustainable Development, Value Creation and the Capital Markets

PAYING ATTENTION TO environmental, economic and social aspects of corporate stewardship can provide many benefits including enhanced reputation, lower borrowing costs, increased energy savings and employee satisfaction," says Ron Yachnin, senior research associate at the Conference Board. "There's no question that sustainable development practice is a value driver that influences organizational value, shareholder value and share price appreciation."

Now is there doubt that such positive results figure significantly in the explosion of interest in sustainable development style investing or socially responsible investing (SRI)

around the world today. In North America, growth in SRI assets under administration is now 40 per cent per year compared with 15 per cent across the broader markets. In Canada, SRI represents almost \$4 billion, an increase from \$500 million a decade ago.

Yet, in spite of the good news, the fact remains that many analysts on the street continue to view sustainable development as a "cost of doing business" rather than a "value driver." It's a perception that the Conference Board is working hard to change.



FEEDING THE FUTURE: Seneca employees like Steven Pasach and Kathy Sheehan volunteer regularly at the Deane Street School, serving a nutritious breakfast to students.

The Board has just embarked on a two-year knowledge development, communications and awareness-raising project entitled Sustainable Development, Value Creation and the Capital Markets. "This leadership initiative is aimed at advancing awareness and understanding about the business case for sustainable development and bridging key communication gaps," says Yachnin. The project involves the release of a series of reports, cross-Canada workshops with company executives and representa-

tives of the financial community, and a broader stakeholder communication program. The first report, to be released this month, reviews the performance of investment funds and indices that have been "screened" on the basis of sustainable development criteria. It also looks at key factors that drive value creation and considers the needs for communication and awareness raising — both with the financial community and beyond. "This should help in demonstrating how different organizations and the marketplace are using good corporate citizenship to create value," says Yachnin.

In other research, the Conference Board is assessing the "state of play" in public reporting about corporate sustainable development performance and its relationship to value creation. "Such corporate reporting has so far emphasized accountability to public stakeholders," explains Yachnin. "The next step is to include assessments of the value that is being created and address the needs of the financial community as the key audience for these reports."

The Conference Board is not alone in its efforts to spread the good news about sustainable development. Across Canada, many companies and organizations are hard at work on the business case for sustainable development. While some companies are leading by example, other organizations are conducting the research and compiling the data needed to put sustainable development on the investment world's radar screen.

According to Deyind Hashemi, president and chief executive officer

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Canada's Gas Station

CORPORATE SOCIAL RESPONSIBILITY

of Falconbridge Limited, an international mining company and leader in sustainable development, a commitment to sustainable development is simply good business. "Sustainable development is vital to our business," he says. "It helps strengthen our competitiveness, improves our corporate image and it's good for society." It also, adds Hasbani, "opens the door to new growth opportunities." A case in point is Falconbridge's Konahebo project. Impressed with Falconbridge's sustainable approach to business, particularly its ability to work with local communities, the Kuna of New Caledonia recently approached Falconbridge to form a partnership to develop a large nickel laterite project.

Among Canada's senior executives, Michael O'Brien, as he readily admits, is "a bit of an odd boss." At Sunco Energy Inc., one of four Canadian companies to be included on the Dow Jones Sustainability Group Index, O'Brien is chief financial officer and executive vice-president of corporate development. This puts him directly in the center of the company's financial, strategy and corporate sustainability efforts. It's a partnering that O'Brien believes makes ultimate sense. "My combined role reflects Sunco's belief in the natural links between sustainable development and our long-term strategic growth and financial success," he says. "Instead of measuring one bottom line, sustainable development calls for a triple-bottom-line approach to measuring our integrated financial, social and environmental performance." O'Brien adds that Sunco's actions have nothing to do with altruism. "It's all about shareholder returns, competitiveness and, ultimately, survival in a tough business," he says.

For its part, the Canadian Institute of Chartered Accountants (CICA) is contributing to the understanding of the business case for



AIR CURRENT: Wind farms are a current Sunco investment in alternate and renewable energy.



WATER WORKS: A Falconbridge environmental technician carries out water quality management at the Sudbury site.

CSR. According to Alan Willis, an independent consultant and project director at CICA, the CICA's growing awareness of the connection has led it to develop a business tool, Environmental Performance: Measuring and Managing What Matters. "This report is designed to help companies better measure performance and report findings

more meaningfully," says Willis.

According to Matthew Kiernan, founder of Innovent Strategic Value Advisors, an internationally recognized environmental finance and investment research firm, the goal of such research is to realize a key change. "Historical wisdom has argued that if there is a relationship between the environment and economic performance, it's inverse," he says. "Our job is to create awareness of the emerging body of empirical research that clearly refutes and disproves this outdated concept. That's when we will get the attention of the investment world."

In February 2000, Michael Jantzi Research Associates (MJRA) launched the Jantzi Social Index (JSI), a market capitalization-weighted common stock index consisting of 60 Canadian companies that pass a set of social and environmental screens. In its first year, (ending Dec. 31) the JSI gained 12.8 per cent, outpacing both the S&P/TSE 60 and the TSE 300, which gained 7.4 and 7.8 per cent respectively. MJRA founder Michael Jantzi is confident that the trend will continue. "The companies who made it on to

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Wayne Gretzky
Wayne Gretzky

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CORPORATE SOCIAL RESPONSIBILITY

our Index tend to be superior long-term performers," he says.

A working group of the Canadian Centre for Ethics and Corporate Policy, chaired by Steven Croux, CEO, hipfishy.com, is also contributing to the understanding of the business case for sustainable development and CSR. The group's recent research tangibly demonstrates the link between ethical busi-

ness practices and the bottom line.

In 1999, Sustainable Investment Group (SIG) launched the Sustainable Value Fund, which consists of 30 large Canadian companies that demonstrate quantifiable commitment to sustainable development, as defined by SIG's Sustainable Development Index. "We won't know what the causal and co-relational impact of sustainable development

on share price appreciation will actually be for 10 years," says Blair Felman, partner at SIG. "However, there's very strong evidence that companies that practice sustainable development are ahead of the curve. These companies tend to be welcomed into new communities around the world, more attuned to customer demands, less open to risk and possess superior management."

A Conversation with the Hon. Ralph Goodale



In 1997, Natural Resources Canada (NRCan) adopted a Sustainable Development Strategy and in 1999, released its first Sustainable Development Progress Report. Since then, Ralph Goodale, Minister of Natural Resources Canada, has taken the lead role in initiating a comprehensive and far-reaching dialogue designed to review the implementation of the department's current sustainable development program and provide input into the development of a new sustainable development strategy. It's an initiative that has engaged stakeholders from across the country. We asked the Minister to comment on his experiences:

NRCan is utilizing an "ongoing process of citizen engagement" to drive forward its Sustainable Development Strategy. Why is the department opting for this collaborative, inclusive approach?

R.G.: Using a balanced approach is the Canadian way. Respecting the needs, values and property interests of all users of the land and its resources is essential to making progress on sustainable development. Sustainable development is the foundation that will ensure Canadians continue to benefit from our natural resources, today and tomorrow. We consulted with Canadians from across the country in developing this report, giving them the opportunity to contribute to the discussion on how we use our natural resources. They agree that creating new ways of doing business will improve the environmental and economic performance of the natural resources sector, lead to new job opportunities and sustainable community development.

Supporters of sustainable development (SD) and corporate social responsibility (CSR) advocate a

holistic approach — one that focuses on social and environmental as well as economic development. Why is this holistic approach the best choice?

R.G.: Canadians clearly want a strong economy that includes resource development as long as that development respects the land and the people. We have a collective duty to strike the right balance in managing wisely while using and protecting Canada's natural resources. Factoring social, economic and environmental considerations into decision-making in a transparent manner is essential to making real progress on sustainable development. For instance, strengthening relationships with Aboriginal communities can lead to skills and capacity that can increase participation in the resource-based economy, while increasing our understanding of traditional ecological knowledge. Adopting a holistic approach can facilitate industry decisions in a fashion that builds community resilience, while improving environmental and economic performance through increased shareholder value and reputation in both the short and long terms.

Supporters of sustainable development also advocate integrating responsibility for SD into daily business practices. Is this an approach you favour? And, if so, what are your thoughts on the conclusion? Are Canada's various levels of government and businesses "getting" CSR?

R.G.: There is an increasing recognition among leading organizations that social, environmental and economic responsibility and accountability means understanding the real costs and benefits of implementing innovative approaches in operations at home and abroad. A lot of Canadian businesses and governments are taking this very seriously, but more action is required at all levels for real progress to be made.



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Linking Business and the Community

WHEN CAPE BRETON'S Cooperative Radio Cheticamp began to explore the possibility of building a music recording studio several years ago, the goal was clear: Recalls Angus LeFort, general manager of the non-profit community radio station, which serves local East Coast listeners as well as a larger francophone audience through participation in a national community radio network, "We wanted to provide opportunity and employment for local musicians and promote Acadian culture. At the same time, we believed the studio would create long-term employment and stimulate the local economy."

It was an idea that The Co-operators Group of Quebec, Que., was pleased to help turn into reality with a major sponsorship grant. "Our corporation has a long history of promoting community economic development," says Laura Gregson,

manager of corporate affairs at The Co-operators. "We believe that helping communities to help themselves is not only good for communities—but also for our company. Healthy, strong communities are vital for healthy businesses." In 1995, The Co-operators reinforced its commitment to community development when it established the Co-operative and Community Economic Development Fund to commemorate its 50th anniversary. According to Gregson, the \$2.3-million endowment fund enables the national insurer to provide significant financial support to as many as 10 community initiatives annually.

There's no question that The Co-operators has helped to make a dif-

ference in Cheticamp. "We have accomplished much since our state-of-the-art studio opened," says LeFort. "We have helped a number of local musicians produce CDs, and we have hired a full-time producer-engineer." Radio Cheticamp, which is run by five full-time employees and a volunteer staff of 90, has also used its new recording studio to develop other projects including producing Gaelic programs for Scottish radio stations and compiling a collection of Acadian folk songs for Nova Scotia's Uni-

vis, which, in turn, provided them to individuals in Toronto and Ottawa.

By combining its long-running community investment relationship with the United Way and its WinterGas promotion, Petro-Canada created a powerful partnership that touched hundreds of agencies and individuals and met a very real and visible need in the community. This unique initiative not only generated employee pride, but fostered many heart-warming—and hand-wringing—stories.

Community economic development is also the motivation behind Bell Canada's Bell Community Development Fund, a three-year, \$1-million fund, which is providing technical collaboration and financial support to economic, social and community development initiatives throughout Ontario. According to Louise Bellingham, Bell's director of corporate communications, Bell believes that responsible and caring corporate citizenship is the hall-

mark of true business leadership. "Initiatives such as our Community Development Fund help our communities to grow and prosper," she says. "At the same time, such strategic support helps us to achieve fundamental business goals by ensuring that the communities we serve sustain the quality of life that attracts investment and valuable talent."

A fundamental belief in the mutually beneficial rewards of CSR is also what lies behind a CIBC initiative designed to help Canadians launch and expand established small and medium-sized agricultural-based businesses. Says Barry Smith, Winnipeg-based national director of the bank's six-year-old Value-Added Agricultural Loan Program, "The



HELPING HANDS: Petro-Canada's Red Station Campaign was a major success with the help of (l. to r.) Denise Robitaille of the Anishnawbe Street Project, Doris Jackson, Exec. VP, Petro-Canada and Anne Golden, Pres., United Way, Toronto



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program was introduced as a way to revitalize the agricultural industry in Western Canada. We wanted to encourage farmers and entrepreneurs to think beyond simply transporting raw materials and think instead about adding value to the agricultural products that are grown here. We felt that was one of the best ways to develop local economies and create employment."

CIBC's Value-Added Loan program is one of the few lending options that provide money for business needs such as product development and marketing. It's also unique in that it carries a flexible payment schedule that allows borrowers to defer payments on both principal and interest for up to two years. Glenn and Linda Pizey, founders of Pizey's Milling and Baking Co. in Angawville, Man. and Value-Added Loan recipients, applaud such terms. "The program is extremely useful to new businesses like ours," says Linda. "When you're just starting out, money for product development and marketing is often hard to come by—as is cash to pay the bills while you are waiting for your customers to send their first cheques."

The Pizeys founded their company in an effort to create new markets for the flax industry, which had been in steady decline since the Second World War. They particularly appreciate the fact that CIBC was willing to lend on the basis of a good idea. "During the 1980s, there was a mounting body of research indicating that flax was a nutritionally valuable food," says Glenn Pizey. "What we wanted to do was exploit that information—and develop a new market for flax seed and flax."

What is exactly what the Pizeys, with a little help from their bankers, have done. Says Glenn, "We've gone from a bedroom in the house to a 20,000 sq. ft. facility we use to clean and mill flax seed for large customers throughout Canada and around the world. Today, we employ 20 people and buy products from 250 neighbouring flax farmers."

Says CIBC's Smith, "As far as our bank is concerned, that's a wonderful return on our investment."

Creating Aboriginal Opportunities

MANY CANADIAN companies are seeking ways to assist Canada's Aboriginal people on the journey to self-sufficiency. For example, SaskEnergy, Saskatchewan's natural gas utility, launched its Aboriginal Management Development Program (AMDP) in 1995. According to Trish Winter, assistant manager of community relations at SaskEnergy and a former AMDP participant, it's an initiative designed to "provide qualified Aboriginal people with corporate management learning opportunities, and SaskEnergy with in-house Aboriginal expertise to facilitate business objectives."

Also in Saskatchewan, SaskTel's careers in electronics program combines academic training at the Saskatchewan Indian Institute of Technology and on-the-job training at the telecommunications

company. It's a program that encourages Aboriginal people to enter non-traditional career streams and prepares them for the jobs that will be available in the future. "Given that Aboriginal people will make up an increasingly significant share of the Saskatchewan labour force in the future—30 per cent by 2011—these are extremely important initiatives," says Sileas Lomden, senior research associate at the Conference Board.

In Northern Ontario, a belief that the benefits of mining operations should be shared with local communities, has led Placer Dome Inc. to provide training for Aboriginal people to work its Muskeg Lake mine. The mining company is also facilitating access to business opportunities for local Aboriginal suppliers of goods and services. Baffin, Diamond Mines Inc., operating in the Northwest Territories, shares a similar phi-

INVESTING IN SASKATCHEWAN: (L-R) David Quessada, Pish Winter and Aron Ross greatly benefited from SaskEnergy's Aboriginal Management Development Program.



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Joseph Diwak's approach has been to establish a business case for community economic development that emphasizes respect for the environment and ensures that local Aboriginal communities benefit from the company's activities.

Meanwhile in Fort McMurray, Alta., Suncor Energy Inc.'s Mine Op-

portunities arising from oil sands development. "Taking this course has opened a lot of doors for me," says Doug Merckel, a recent Mine Operations Program graduate. "What I have learned will help me in my career and for the rest of my life."

For its part, Suncor Canada Ltd. is committed to supporting the establishment and growth of Aboriginal-owned firms in and around Fort McMurray in order to help build the local economy and create employment. The company

provides information to Aboriginal firms about its business needs and expectations. It also helps with the bidding process. This activity has resulted in more than \$50 million in service and material contracts between the energy company and local Aboriginal businesses in each of the past two years.

Clearly, much is being done. That said, more work is needed. "We are still a long way from achieving the goal of Aboriginal self-sufficiency," says Loisdies. "Over 25 per cent of Aboriginal Canadians are unemployed. On reserves, an unemployment rate of 80 per cent is not uncommon."

To help speed up the shift to economic independence, the Conference Board founded the Council on Corporate Aboriginal Relations five years ago. Composed of senior executives from corporations across Canada, the Council meets regularly to further its mandate to engage business to do more to strengthen opportunities for Aboriginal Canadians.

Led by the Council, the Conference Board more recently organized a CEO Forum on Aboriginal Issues. The Forum provided invaluable input regarding the key challenges facing Canada's native peoples and led to the establishment of the Aboriginal Economic Development Program (AEDP). A three-year initiative that complements the work of the Council, the AEDP is intended to enhance Aboriginal participation in the economy, assist corporations to develop mutually beneficial relationships with Aboriginal partners, and promote Aboriginal education, employment and enterprise.

According to Loisdies, it was this latter desire that led the Conference Board to develop a Web site (www.aboriginalrelations.com) "to share our research, knowledge and insights with corporations, governments and, most importantly, Aboriginal communities." An example of this kind of knowledge that will soon appear on the site is a joint research project between the Board and the Office of Learning Technologies, Human Resources Development Canada highlighting how Aboriginal communities access and use learning technologies for education and skill training.

To help speed up the shift to economic independence, the Conference Board founded the Council on Corporate Aboriginal Relations five years ago.

eration Program has just won the Conference Board's 2001 National Award for Fostering Aboriginal Achievement. The program, the result of a partnership between Suncor and Kaysano College, addresses the workforce shortage and ensures Aboriginal people of the region are able to take advantage of the job op-

Engaging Youth and the Business Community



STEPHEN LOYD, DIRECTOR of program development and policy at Human Resources Development Canada's (HRDC) Youth Initiatives Directorate, is explaining the world as it is. "On the one hand, we have a large number of employers who are facing a skills shortage and finding it hard to recruit and keep good people," he says. "At the same time, we have a significant segment of our young people who are experiencing employment problems. While seven per cent of Canadian adults are unemployed, 30 per cent of youth aged 15-24 who have not completed high school, are out of work."

It was with a mind to helping improve this unacceptable reality that HRDC recently asked the Conference Board of Canada to report on the issue. The purpose of the report was to identify the various initiatives Canadian businesses are using to facilitate the transition of youth and youth at risk into the labour market. This latter group is comprised of young people, who, for reasons ranging from dropping out of school to drug or alcohol abuse to poverty, are at a significantly higher risk of unemployment.

According to Janet Rostana, senior research associate at the Conference Board and co-author of the report,

Youth and the Private Sector, the intent of the study was to go beyond fact finding. "HRDC was interested in identifying potential areas for enhanced public and private sector co-operation," she says. "At the same time, the report serves as a tool for raising awareness within the greater business community about the wide range of ways they too can be involved in youth-related initiatives."

One of the ways Youth and the Private Sector accomplishes this goal is by profiling numerous Canadian companies that are currently showing leadership on the youth and employment front.

Among these is Export Development Corp (EDC). As part of its Education and Youth Employment (EYE) Strategy, EDC provides annual scholarships to 38 business students from universities across the country. The

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program, which includes a \$5,000 stipend as well as a work experience at EDC, is designed to provide encouragement and experience to young people interested in pursuing careers in the global marketplace.

According to Carrie Falloon, a 21-year-old Victorian native, it's doing exactly that. Currently in the last year of her bachelor of commerce studies at the University of Victoria, Falloon recently spent four months at EDC's Ottawa headquarters. "It was an invaluable experience," she says. "Not only was I involved in work that I thought was meaningful, but also I learned a great deal about the many Canadian companies involved in international business. That's experience and information I'm confident will help me find a good job when I graduate at the end of this summer."

Helping young people find meaningful employment—this time half a world away—is also the motivation behind Nexen Inc.'s \$5-million



YOUTHFUL INVESTMENT: Nexen students who have received scholarships from Nexen Inc., gather around the president of Nexen (centre), or a visit to the Calgary-based company headquarters in March, 2000.

(U.S.) scholarship program for students from Yemen. Launched in 1997, the commerce-oriented Calgary-based oil company's 10 years of operations in the Middle East nation, the arabia-year initiative will enable 60 young Yemenis to earn a postsecondary education at either the University of Calgary or Southern Alberta Institute of Technology. Says Lynn MacKellar, manager of government relations at Nexen, "This program is a way of giving back to the community. It's also, we believe, a very effective way to provide some very bright kids with an amazing op-

portunity to help themselves—and their developing nation."

Helping youth help themselves is also what drives the Youth Opportunity Project. Supported by Investors Group Inc., this project offers a positive alternative to street or gang involvement. It encourages young people to stay in school and focus on education and career goals.

According to Rossini, there is an encouraging "scope and diversity of ways Canadian businesses are involved with helping youth make a successful transition to the workforce."

That's a conclusion supported by the Conference Board's own National Partners in Education Awards. Each year, the program, which recognizes excellence in business-education partnerships, receives over 15,000 applications from organizations and businesses working together to improve the lot of Canada's young people.

important" to businesses such as theirs over the next five years.

It's a world view that does not surprise Mark Laurie, co-founder along with his brother, Nathan, of the Toronto-based Passion Group Inc. "Our business philosophy is all about making a positive impact on society," says Laurie, whose 14-person company produces customized wall calendars and publishes job-postings magazine for the North American university student market. Making a "positive impact" in Passion Group's case ranges from donating two per cent of pre-tax profits to charitable causes each year to encouraging employees to engage in

community volunteer work on company time. In the latter instance, that has involved paying a staff member to spend six weeks volunteering at an orphanage in Bolivia. According to Laurie, who recently hired his sister, Michelle, to develop and implement new social and environmental policies at Passion Group, the commitment to corporate social responsibility reflects long-held family values. "Both my father and grandfather always told us that it was important to give back to the community," he says. Laurie adds that CSR also just happens to make good business sense.

"Being recognized as a socially responsible company helps us attract top people," he says.

It's an opinion that Lisa Balco, co-founder of Ingenuity.com Inc., a small Winnipeg-based information technology enterprise, shares. "Our people tell us that they really appreciate the fact that we give back to our community," she says. Balco and her partner, Sigrid Froese, have been active on the CSR front since founding Ingenuity four years ago. "Because we were young women entrepreneurs engaged in high tech, we attracted a lot of attention," she recalls. "Teachers began to ask us to come and share our experiences with their students—particularly they wanted us to encourage young girls to think about non-traditional career possibilities."

That experience led Balco and Froese to subsequently participate in a National Film Board documentary with a "step in action" message targeted to youth at risk. "We are very happy to be involved in these endeavours," says Balco. "Both Sigrid and I attribute our own success to the encouragement and support we received from our families. We felt that by offering that kind of support to other young people—especially to youth who perhaps didn't have support at home—we could contribute meaningfully and make a real difference." ■

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TRADITIONALLY, SMALL and medium-sized enterprises (SMEs) have viewed corporate social responsibility as the purview of larger corporations," says David Greenall, research associate at the Conference Board. "Concerns such as the environment and community tend to get lost in the daily struggle for survival."

That said, Greenall points to a growing body of evidence indicating

that social responsibility is increasingly finding its way onto the SME agenda. For instance, in SMEs' Attitudes to Social Responsibility, a report developed by U.S.-based Market and Opinion Research International, researchers concluded that "a surprising number of companies are already involved" in socially responsible activities. Among the 200 SMEs interviewed for the report, a full 81 per cent indicated that "social responsibility will become increasingly





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Canada

In the wake of Ujjal Dosanjh's pending electoral debacle, B.C.'s NDP faces a long, wet walk in the rainforest



Vanishing Act

By Ken MacQueen

Strange as it may seem, even by the loopy standard of British Columbia politics, the first moment of Premier Ujjal Dosanjh's dismal election campaign was his last-minute admission that all is lost. Until conceding defeat a week before the May 16 vote—generally not a wise political tactic—the campaign was derailed by his tragicomic inability to acknowledge the New Democrat's demise after nearly a decade in power. This left Dosanjh with the Monty Pythonesque task of telling a party that's, ah, just *real*, when poll after opinion poll had long declared it, like Python's parrot, to be none dead, bereft of life, part of the choir invisible. It is, in short, as co-government.

His statement of the obvious, "I will not form another NDP government," seemed as light as the burden in the campaign's final days. It was meant to salvage some semblance of a New Democrat opposition by letting the party focus on a few key ridings, though polls suggest his own seat of Vancouver-Kingsington may not be among the survivors. Still, he drew strength from his angle, if pathetic, message: we can't possibly beat Gordon Campbell's Liberals, please vote for us.

Such heartily comes dangerously close to judgment day. British Columbians enjoyed a similar farce in 1991, when then-premier Rita Johnson marched to the polls as head of the right-wing Social Credit government—leading a party that was alive only in the sense that the corpse's hair and fingernails were still growing.

That election killed the once-mighty Social Credit dynasty, a party that—under the erratic leadership of Bill Vander Zalm—fired away a natural governing coalition in the pursuit of narrow special interests. Substitute a redneck and ideologically blinded Glen Clark for Vander Zalm, replace left-wing for right, and you have what Dosanjh faces: an alienated and embittered electorate who have opened a fresh grave in British Columbia's political graveyard.

What this means for the left, if recent history is a judge, is a long, wet walk in the rainforest. Much bawling. Plenty of acrimony. And, if Dosanjh frantically final days on the campaign bear fruit, a caucus that may fit around a table for foot in the leg-slurper's restaurant. The notion is almost inconceivable. This is a province where the labour vote was the eight-hour workday almost a century ago. The left in British Columbia is used to losing, but never to being decimated. What next? An end to the B.C. blood sport of polarized

What this means for the left, if recent history is a judge, is a long, wet walk in the rainforest. Much bawling. Plenty of acrimony. And, if Dosanjh frantically final days on the campaign bear fruit, a caucus that may fit around a table for foot in the leg-slurper's restaurant. The notion is almost inconceivable. This is a province where the labour vote was the eight-hour workday almost a century ago. The left in British Columbia is used to losing, but never to being decimated. What next? An end to the B.C. blood sport of polarized

union-management politics? Wasn't the loss of professional basketball enough for the province to bear?

Still, those striving to interpret a probable Liberal victory as a sea change in British Columbia politics are likely over-reaching. "Everything doesn't come crashing to an end, we're a party with history," says Dave Bennett, who led the New Democrats to an upset one-term win over the governing Social Credit powerhouse of W. A. C. Bennett in 1972. "British Columbia will always have polarized politics. It's not a red-top party, there are not red issues about power," says Bennett, warning to the subject. "This is not politics, real politics. This is frontier politics."

New Democrats need look no farther than the slick political machine of former Vancouver mayor Gordon Campbell to know redesigning is possible. He is left to the long lost Social Credit dynasty. Though he blushes at the ascription, he has included among his candidates such jovial Social reformers as Claude Richmond and Graham Booc.

Campbell finally reconciled the "grand coalition of the centre and the right," says Jerry Langston, a former principal secretary to late Social Credit premier and now head of the Business Council of British Columbia. "It would seem from the polling analysis they are also recognizing a lot of union and traditional left-wing support." Bill Tolman, a political consultant and former New Democrat adviser, admits as much, with grudging admiration. He calls the Liberal banner a Sacred "flag of convenience."

What happened to our coalition has shattered and their coalition has reformed."

Coalitions, however, are as dynamic as the tides. The near-part holds lessons and cautionary tales for both parties—but little hope for ideological purity in our time. "I'm one of those who doesn't feel the left is going to disappear from B.C. politics," Langston says. "Maybe it'll be a newly constituted NDP or maybe

'British Columbia will always have polarized politics. There are real issues about power'



W. A. C. Bennett



Dave Bennett



Bill Bennett



Bill Vander Zalm

it'll be something that looks a little bit different, uniquely B.C."

Though Campbell has shifted his party from the right to the centre-right, there is always an element of Kinky Glue holding a B.C. coalition together. Push too hard for his ambitious agenda, even with a legislative full of Liberals, and any number of fissures can appear.

After eight years in opposition, Campbell is in a hurry. Within the first term, he wants to cut personal income taxes on the first \$50,000 to the lowest rate of any province. He plans an inquiry into the \$40 million the New Democrats wasted on their "last" series, should voters send a reminder of the NDP legacy. He wants a referendum on negotiating native land claims, a policy that has angry First Nations leaders threatening to shut the province down. His plan for the first 90 days even matches the pro-business agenda of Ontario's Mike Harris and Alberta's Ralph Klein. High on the list: a "domestic cut" in personal income taxes, limiting the right to strike of education workers, acquiring a smart ballot for union certification.

They're opening public tendering to non-union contractors.

If you can see votes to impact the unionized sectors of health care, education or the public service, Campbell is certain to be re-elected. That labour may have swung from an unpopular NDP government, but it hasn't up and died. "They're angry at this government, they're going to throw them out, but the things that they care about are still core values of the labour movement," says Jan Skidelski, head of the 450,000-member British Columbia Federation of Labour. "I don't think Campbell has the mandate to take us to Ralph Klein country because he didn't run on that."

A bit of black humour making the rounds in NDP circles is that the party's best hope for survival is a public pledge to never again win power. There is some truth to this. The NDP might take a lesson from the strong campaign by the Green party. It may time for to join a movement that is political party Mark Loefer, a labour historian at Simon Fraser University, says the NDP must earn its place as the inspirational home of the province's enormous cadre of the disaffected: labour, environmental and aboriginal groups, the poor and disenfranchised. "It needs to go lively," Loefer says. "I'm not talking about riots, I'm talking about demonstrations, about organizing drives, about creating an extra-parliamentary opposition."

For Campbell, political popularity is no guarantee of peace. There's a real enough chance that a legislature pickled with Liberals will be his one refuge from dissent. Even that will depend on his ability to keep an overflow caucus busy, and his steady new coalition together. ■

■ After taking over from Mike Harcourt (left), Clark left voters alarmed and unsettled



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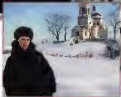
Canada has squandered millions trying to rescue Russia's dangerous reactors

By TOM FENNELA AND PAUL WEBSTER in Moscow

In many ways the Cold War has never ended for Nadejda Katsepo. The brown-eyed, 29-year-old nurse lives in the closed Russian city of Olenok, in the shadow of the Mayak reactor complex that once produced nearly all the plutonium used in the former Soviet Union's nuclear arsenal. Ascent place, this city of 80,000, some 1,400 km east of Moscow on the edge of Siberia, did not even appear on maps until 1991—as the Soviets disintegrated. Today, fences topped with razor wire still keep trespassers out. Russians from elsewhere hoping to visit relatives must apply weeks in advance.

The city has another distinction. Nearly Lake Karskii is so contaminated with nuclear waste that radiation will finally bore the bones of anyone spending an afternoon on its shore. It is, experts say, the most radioactive place on earth.

Katsepo's grandmother helped build the Mayak plant in the 1940s. After an explosion at one of the reactors in 1957 spread radiation over a wide area, Katsepo's father, Gayev, was ordered home from university, where he was studying engineering, to help clean up contaminated rubble. He even used to work at the plant



Katsepo (left) worries that flooding from Olenok will keep the Mayak nuclear complex (below) in operation

until he died of cancer at 46. "Nobody told them about the danger from radiation," says Katsepo. "They had orders to obey." The disease, which also killed Katsepo's grandmother at 58, still haunts Olenok, where workers often insist on wearing protective clothing. Following the collapse of communism, Katsepo hoped the reactors would finally be shut down. But the complex continues to function, and may in fact expand—meaning that radioactive waste will continue to be dumped into Lake Karskii.

It is happening with Canada's help.

In the early 1990s, with Russia's economy disintegrating, Canada and the other members of the G-7 group of major industrial nations agreed to pump hundreds of millions of dollars

into the former Soviet Union's dangerously outdated nuclear sector. With memories of the 1986 explosion at the Chernobyl nuclear complex still fresh, the goal was to prevent another disaster by shutting down as many obsolete reactors as possible, stabilizing urban and establishing a responsible regulatory system. Over the last 10 years, Canada has paid almost \$90 million into the project, but Macdonald has learned that much of that money has disappeared into the Russian bureaucracy, and in some cases was even used to expand an already dangerous industry without effecting new safeguards. Yet Canada, as part of an initiative with the other G-7 members, is now planning to give even more funds—as much as \$300 million—to the Russian nuclear sector. In this case, the money will go to a proposed, and controversial, international program that will expand the Mayak complex. Under the plan, plutonium from nuclear weapons in Russia and the Soviet Union's former satellite countries will be shipped to the Mayak plant. There, it will be reprocessed into mixed oxides, or so-called MOX nuclear fuel. That fuel will

be used in 40 new reactors now in the planning stages across Russia—which would utilize 30-year-old technology considered unsafe by western countries.

The proposal has been condemned by some Russians. "The Canadian government wants to spend money on this dangerous plan, but plutonium from the nuclear plants here will only increase," Katsepo told Macdonald. And before Canada extends Moscow any more money, Toronto Liberal MP Bill Graham, who chairs the House of Commons foreign affairs committee, says Russia should be asked to account for the missing money and explain clearly what it intends to do with Canadian financial aid in the future. Graham's committee, which grilled foreign affairs officials over the Russian debate last week in Ottawa, will get a chance to put questions directly to Russian legislators when a delegation, headed by Governor Solovov, chairman of the Russian Duma, visits the Canadian capital on June 27. "The Russian says: 'Give us the money,'" said



Graham. "But then you don't know where the money goes."

Have Canadian taxpayers been duped into financing the dangerous expansion of Russia's nuclear program, and continued operation of Chernobyl's nuclear facilities? Even top officials with the Canadian International Development Agency, the federal body that funnelled much of the money into the Russian program, admit it has largely been a failure. Some of the money has gone into the planned construction of the new reactors, considered unsafe by western experts. Or, instead of being used to shut down or refurbish decrepit Chernobyl-style Russian reactors, the funds have kept them running. It is a dangerous course. At Chernobyl in Ukraine, one of four reactors exploded on April 26, 1986, sending a massive radioactive cloud across Europe. More than 4,000 people who took part in the attempt to clean up the contaminated Chernobyl site have died, while another 40,000 are ill or disabled. And experts believe the threat of another such accident is very real.

During the communist era, Russia's nuclear industry was shrouded in secrecy. With the fall of the Soviet Union, critics hoped for more accountability. It was not to be. In 1992, Mironov, the government department that operated Russia's



In Kiev, relatives of the Chernobyl dead mark the 10th anniversary of the explosion

Even though there were growing concerns over the lack of government control of Mironov's operations, money continued to flow in from foreign governments, including Canada. And instead of accountability, Mironov officials have refused to answer formal letters from Canada and other G-7 countries, over exactly what safeguards will be put in place to ensure Mironov builds and operates safe reactors. None of this would have been possible, says Sliysak, without help from Canada's taxpayers. And the fact that most financial aid from Canada is about to be swallowed up in Ukraine, he says, should set alarm bells off in Ottawa. "The Canadian gov-

ernment's support for the plan is undiminished more to expand secret operations in Chernobyl," said Sliysak, "needs to be completely rethought."

In fact, little has changed in Russia's nuclear sector since the Soviet era, Sliysak maintains. He points out there are still numerous Chernobyl-type reactors operating without basic safety systems in Russia and neighbouring Ukraine. (Only the three reactors that survived the blast at the Chernobyl complex have been closed.) In exchange for western financial aid, both Russia and Ukraine promised to bolster safety regulations at their nuclear plants. But Ukraine has stripped its

independent nuclear regulators of power, while the Russian Duma is now considering similar legislation.

That situation deeply troubles CIDA officials. Denis Johnson, the agency's Ottawa-based program manager for the Russian and Ukraine nuclear division, told *Maclean's* CIDA's \$27.2-million effort in the two countries to help close the most dangerous plants, along with a \$10-million push to strengthen public safety programs under the direction of nuclear regulators, have produced dismal results. While stopping

While stopping short of saying the money has been wasted, one Canadian official calls the outcome of the program 'disappointing'

nuclear plants, became a commercial operation. Mironov also signed deals to export reactors to Ukraine and Iran, which is believed to be developing nuclear weapons, and China and India, both of which possess them. Critics now claim Mironov is operating beyond the reach of the government as a self-regulating, and for all intents and purposes private, company. "What started as goodwill money to stabilize the mess left by the Soviets," says Moscow-based nuclear-industry analyst Vladimir Sliysak, "became solely money for Mironov to get into the business—Soviet-style, and with Soviet-style secrecy."

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short of saying the money had been wasted, Johnson admitted the "spirit of our co-operation" was based on the hope the plants would be shut down. "It is," she said, "infectiously disappointing."

In some instances the money simply seems to have disappeared. A case in point is the \$12 million CIDA lent over the last five years to Atomic Energy of Canada Ltd., the Mississauga, Ont.-based Crown corporation that builds and markets Canadian-designed CANDU reactors. The money was intended to finance a program to increase the operating safety at Russian nuclear plants. In particular, the Canadians wanted to clean up the Leningrad

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Power Station, Europe's largest nuclear plant, near St. Petersburg. It has Chernobyl-style reactors, which western experts unanimously condemn as high risk. But the Leningrad plant and others continue to operate.

CIDA also gave \$500,000 to Russia's nuclear regulatory agency, GAN. But legislation currently before the Russian parliament will transfer GAN's licensing powers to Miratom. In effect, Miratom would become a self-regulating company beyond the reach of government. And Jelbert acknowledges that CIDA's efforts will largely be negated if GAN is stripped of its most important powers. "This concerns us quite a bit," said Jelbert. "We strongly believe a nuclear regulatory authority should be independent."

Canadian Alliance MP and CIDA critic Deepak Obhrai places much of the blame for the funding debate on Prime Minister Jean Chrétien. While the Prime



Minister's Office refused to comment, Obhrai says the decision to aid the Russians followed the election of Boris Yeltsin as president in 1991. Soon after, Yeltsin asked members of the G-7 for money to shore up Russia's failing nuclear sector. Both former prime minister Brian Mulroney and Chrétien, who was elected in 1993, agreed. CIDA was subsequently ordered to provide Canada's contribution. Obhrai says the agency is stretched too thin to properly monitor where the money has gone. Given that expert warnings, he wonders, what was there to keep the Russians following "the CIDA guide-

lines in the first place?" CIDA money also found its way into Ukraine's nuclear program. Some \$13 million in Canadian funds were to help finance the closure of the surviving Chernobyl reactors. But

Yan Urbansky, a nuclear researcher with Ukraine's National Ecological Centre in Kiev, claims this was the mark of a Russian bargain with the Ukrainian government. Kiev only agreed to close the remaining Chernobyl reactor, he said, after winning financing from Canada and other western countries that allowed it to finish building two other Soviet-era reactors—which would also not meet western standards.

In Obhrai, under the proposed international plan, the Miratom-owned nuclear facility will be expanded to produce MOX fuel. Canada has been deeply involved in the scheme from the outset: CIDA gave a \$1.75-billion grant to AECCL in 1996 to study the feasibility of manufacturing MOX fuel at the complex. If the project goes ahead after a review this summer, western nations, including Canada, would be expected to spend up to \$2.5 billion to develop the expanded facility. Canada would contribute hundreds of millions of dollars, but Gidsham warns that the plan should not proceed without strict oversight. "There is no question about it," the MP said. "We should not get into one of these things without complete and real monitoring and controls."

Objections to the program appear to be spreading in Canada. Foreign affairs spokesman Carl Schwenker said the department has already received more than 100 letters of concern. But he said the western countries want to help the Russian nuclear industry so it can effectively reprocess thousands of warheads, in this case, into nuclear fuel. "Our position," said Schwenker, "is that when the program is implemented in Russia there will need to be credible assurance that nuclear safety and environmental protection will receive the highest priority." Easy to say, CIDA officials may be wondering if Russia will ever live up to its nuclear promises. ■

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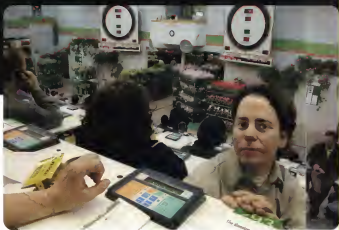
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B2B OR NOT B2B?



By Chris Wood

He is the classic man in the middle. From his home office in Melrose, a dot on the map of Uptown New York, Brian Nipoli works the phone, fax and his e-mail to connect mainly foreign buyers with mainly American sellers of anything from high-fashion fabric to latex surgical gloves. Take the deal he did recently with a fellow in Singapore. That guy needed to decorate a chain of luxury hotels and was shopping for chinch upholstery and wall-covering in silk and linen. Such stuff goes \$190 a yard wholesale. But U.S. manufacturers still wanted the business down, saying it wasn't worth the hassle of export paper-

work. Nipoli arranged the details, netting a healthy commission on the \$150,000 order. "That was rare business," Nipoli says. And, he adds, he owes it all to a busy known company in Victoria, "Worlbid.com," Nipoli says, "put us together."

Here your software agent call my software agents. Business computing has evolved far beyond spreadsheets and inventory databases. Think of something closer to HAL from the movie 2001, A Space Odyssey, except this cyber species knows only one purpose, and it is not the welfare of a space crew—it is the art of the deal. And it is probably coming soon to a workplace near you.

IS YOUR BUSINESS READY?

If you want to move your business relationships online, here's what B2B experts advise asking yourself:

- ❑ **Is my business already digital?**
OK, but your business information (customers, inventory, process) must be computer-based or there's nothing to share online. (And if you're not on Amazon in 2001, you may have other problems.)
- ❑ **Do I have a strategy?**
First, know what your business is really about. "I make a living selling cases on companies that haven't answered this question," says Michael Parent of the Rhode to Buy School of Business. Then, define the other benefits that online activity will deliver to you and your business partners.

- ❑ **Who else is playing?**
If you're joining any online exchange, consider who the other members are. Are they customers or suppliers you truly want? Does the exchange add real value to your existing relationship with those partners?
- ❑ **How will I know it's working?**
Determine in advance what benchmark you will use to measure the return on your investment in online business.
- ❑ **How's my software?**
If your accounting software doesn't talk to your inventory database, it might be wiser to integrate what you already have before you take on the world. As for B2B software, buying the market leader may be simplest. Online relations depend on your data and your partner's getting accurate. That's easier when both talk the same language.

Brett Reid (right) of Bloomerconnection.com helps eBay Web bids bidding

For a time, as the tech bubble bloated last year, inside-gazers touted "B2B"—meaning, business-to-business commerce over the Internet—as the real deal at last, the Ner killer app that would keep the momentum going after B2C (business-to-consumer) plays ran out of air. The premise was that online traders could connect sellers with new buyers anywhere on earth electronically, cut out the middlemen, force prices down as volumes rose, slash costs and make a ton of money. Stratos investment launched new e-marketplaces during 2000 in the waning days of one every eight hours. But the premise didn't quite work out. B2B stocks tumbled along with the rest of the high-flying tech alphabet. Overture.com Inc., the B2B marketplace started by Canadian Glenn Ballman, lost \$180 million on average of \$228 million last year; its stock, once nearly \$95 a share, was last seen at \$1.51.

So what to make of predictions that global B2B e-commerce will reach nearly \$3 trillion by next year?

It may happen. Behind the smoke rising from dot-com flames, new Internet software really is revolutionizing how business is done. Victoria Worlbid Corp. is one example. Its plain-Jane Web site in a dozen languages is a global buy-and-sell for everything from fancy wallpaper to industrial chemicals. But matchmaking is only the start of what new business software tools now make possible online. Consider other fields where B2B is igniting, and in many instances flourishing.

• **Flowers.** When Winnipeg-based Brian Cantion sought some spring color for a March wedding, he couldn't find the selection he wanted from local wholesalers. Instead, he logged on to Bloomerconnection.com and used the online service to buy \$300 worth of tulips and gerbera daisies directly from the Ontario Flower Growers Co-op auction in Mississauga, Ont.

Cantion says he would not buy all the stock for his Village Green alley online. Whatever its other merits, the Internet cannot convey the freshness of a floral array (and in any case, Bloomerconnection does not even provide pictures of what's for sale, only floral names). "Cherry blow-

some are they in bloom or are they still tightly budded?" Cantion wonders. "It would be nice to see the product." But at prices as low as half local wholesale, he expects to keep coming back to the site.

• **Earthmovers.** On a sunny day, the inventory on Fanning International Inc.'s Vancouver backlog glows like so much burnished gold. It should. The Caterpillar heavy equipment lying in stock at Fanning's Canadian, British and Chinese divisions can be worth up to a third of a billion dollars on any given day. It used to be even more. But Fanning, the world's largest Cat equipment dealer, has linked its order-taking software—at what vice-president Brian Bell calls a "very mature level"—with that of its Illinois supplier. The payoff: better sales forecasts—and fewer D-10 Cats kept on hand just in case. Cutting inventory freed up its stock working capital that in January Fanning bought a company in Britain—heavy equipment rental outfit Howden Stuart PLC—with the savings.

Alberta deer dealer Rich Ramsay is a fan of another Fanning e-venture: from his base in Pincher Creek, Ramsay buys and

From buying flowers to fixing cars, deals made across the Internet are changing the way business is done

sells used equipment from Australia to Russia. Since Fanning began posting used items online for auction last year, Ramsay has become an enthusiastic bidder. Compared to the three-day turnaround of attending a live auction outside the province, the online version takes "a couple of hours," he says. "I've gone out on the lot and sold a motor and come back and finished bidding on a piece. It's fun."

• **Chemicals.** Methanex Corp. is a world leader in something everyone uses but no one knows about: Methanex keeps windshield-washer fluid from freezing, but is more important as an ingredient in hundreds of other products, such as plastics and pesticide blends. Factories around the world count on a steady supply, about a quarter of which flows through the Vancouver firm's hands. It sends 200,000 tons a year to keep cars of North American owners clean. In February, Methanex launched a Web site it hoped would slash that number, by letting customers place and track orders themselves, right down to the

work can't be done. Merchants expect the completed initiative to pay for itself in 30 days.

• **Furniture.** Some of the most recent interiors in New York City, Chicago and Atlanta came from nowhere over those places. They originated in the cutting and finishing shops of Calgary's Steel International Inc., which ships 200 semi-trailers a month of custom-built high-end office furniture to mostly U.S. customers. About half those loads idle in Steel's own yards. To ship the rest, says logistics analyst Hans Lehman, "we used to be on the phone constantly, calling carriers to see if space was available." No more. For a year now, the company has used a service developed by another Calgary firm, Logisight Corp. "We post our loads on the Web site and select our preferred carriers," Lehman explains. "The carriers quote on each load and we're able to make a selection." An added benefit: the system keeps an audit trail of transactions, a feature Lehman says has put an end to "he said, she said" disputes.

• **Laborer.** In remote West Coast valleys, this is the season when fir trees and women in ragged jeans drive dump-cars, ridding the earth with spades and shoveling in windfalls of space or left before taking another trip up the mountain. Brinkman and Associates Reclamation Ltd. of New Westminster is a power in the annual effort. Its crews, managed by independent contractors, recently completed their 500 millionth ton. But with women capped for six weeks at a time in some of the world's least accessible places, Brinkman spends a fortune on satellite phones and air couriers to obey a provincial law requiring planners to be paid for work properly.

In March, Brinkman instituted a new system. Some crew bosses now enter their payroll data into Microsoft Excel files on laptops, then e-mail them back to head office. "Our payroll is coming in two to three days faster, which is significant when you're trying to do things in a week," says technology manager

E-marketplaces 'considerably underestimated the value of human relationships,' says one expert

Gordon Gray. And, he says, "it looks like we're saving 20 per cent of mill time in the office for each payroll." Soon, Gray hopes no crew reports directly into customers' networks. Then, clients will be able to monitor work they're paying for on a daily basis.

• **Cars.** Last year, Ford Motor Co., General Motors Corp., DaimlerChrysler AG and Renault-Nissan Motor Co. launched one of the most ambitious new B2B ventures: Conville LLC, an online catalogue, auction and bidding site for automakers and part suppliers. The five firms replaced software that less

than a dozen different contractors look over one another's shoulders as they work. When an engineer in Detroit alerts a blueprint on her desktop computer, a colleague in Düsseldorf, Germany, can see the design change on his screen. In the first three months of 2001, Conville's 3,000 transactions and 100 auctions generated more than \$2.5 billion in traffic.

With technology company Bell & Howell, but without Renault, the same Big Three North American carmakers will launch a different service this month, covering collision-repair shops. COE-Connectors LLP of Ohio aims to reduce the 30 per cent of parts that body-shop staff inaccurately identify and must reorder (the reason, the company says, why the average repair requires 4.1 separate orders). "It's your car getting repaired," says marketing director Mike Kelly, "that's an extra day or so."

Comparing riding the crest of back-shop B2B shows little surprise that highly sound public online exchanges like Conville have failed to prosper. "Stand-alone dot-com marketplaces did not produce a lot of value for participants," says Ed Kilroy, IBM's former worldwide manager of e-commerce, who last month became president of IBM Canada. Sellers saw little merit in a business model

that required them to give margins to the buyer. As well, many e-marketplaces "considerably underestimated the value of human relationships," argues Jeffrey Gardo, who teaches at the Richard Ivry School of Business in London, Ont. "Companies don't smooth out the bumps between buyer and seller very well."

Not every market use is doomed to struggle. Two chartered banks and Bell Canada are among the companies backing a site called Procureon Inc., which mirrors much of Conville's line in office supplies and services. But a promise by its spend-polluted parent to top \$1 billion through Procureon in its first year "does make us a little bit different," allows president Steve McKown. "Right out of the gate, we've got great liquidity." McKown insists his site "is not about the rock-bottom price. We don't want predatory pricing; ultimately there's a bottom." Still, he hopes to save his shareholders \$40 million this year.

Of more than 1,000 B2B exchanges launched last year, Forrester Research Inc. of Massachusetts predicts fewer than 185 will be left standing by 2003. But that won't stop business-by-Web growing at staggering rates in less visible ways, wherever software can save time, paper or money—or if people do things they absolutely could not do before. The follow a task or find out first by Forrester by Forrester and others range from \$4 million to \$9 million in e-business conducted worldwide by 2004. For reference, Canadians did \$5.7 billion in B2B e-business last year, according to Statistics Canada—not a lot, if you consider it was nearly \$2 billion last year. Hudson's Bay Co.'s total sales.

If the cart is not enough, there is also a truck. As leading companies adopt e-business, smaller players must adapt or perish. Microsoft, for instance, has refused since 1999 to pay invoices that arrive on paper instead of by e-mail. Already, says Gardo, "if you want to be a supplier to the automobile industry and you say, 'I don't want to do electronic data exchange,' you're not a player." Soon, the same will be true for most everyone else, predicts David Hazzan, the CIBC vice-president in charge of transactions in Procureon. "In five years, there

A QUICK GLOSSARY FOR B2B NEWBIES

The B2B field is teeming with acronyms and abbreviations. A primer:

• **CRM:** Customer Relations Management. Software that keeps track of customers' accounts, buying habits and preferences, can also make service and follow-up sales calls.

• **ERP:** Enterprise Application Integration. The goal of putting all the different kinds of software a business uses—for accounting, inventory and customer relations—to work together.

• **EDI:** Electronic Data Interchange. How big business has been moving data electronically for 20 years. To Web-based e-commerce, approximately what the mainframe was to the Palm.

• **RPM:** Enterprise Resource Planning. Software that gives executives a unified view of activity in all a business's physical plants, raw material inventories and financial resources.

• **PLM:** Product Data Management. Keeps track of revisions as engineers and marketers sign out the specs for a new product—then taps out a list of needed parts and raw material.

• **XML:** Extensible Markup Language. Having already for a decade, XML is crucial to the goal of seamless B2B designed to get around incompatibilities among data of different existing business applications amounts to "Kerry Galt, binder and glue," says Paul Kennedy, an expert on business computing at the University of British Columbia. Often, consultants must write special code to bridge the gaps between one company's software and its partner. A global consortium of Web engineers took a step towards solving the problem in early May, adopting a standard called XML, which lets many different applications read the same digital document. Even so, "out of the box plug-and-play is not really there yet," admits Stuart Pechan, a B2B specialist for Oracle Corp. Canada Inc., whose parent company claims to have saved \$1.5 billion just in its own software.

But that will change. Kennedy believes innovation follows a four-part cycle: euphoria, diffusion, doubt, the messenger and, finally, useful tools. "We're in the messenger phase right now," he says. "So we should be reasonably close to useful tools." The question for many businesses, though, will be whether those tools come in time to let them snag a little of the e-business bounty. ■

Whether alone or
company, their
customers are
always on the line

STROKING THE CUSTOMER

By Brian Bergman in Calgary

With obvious pride, Dan Evans shows off some of his Web magic. Evans, a senior vice president with Calgary-based Citicall Mass Inc., specializes in designing highly personalized Web sites for a series of blue-chip clients. There is one for Mercedes-Benz USA that allows buyers to customize their sedan and compare shopping before writing foot in a dealership for a test drive. Another, for Nike, lets you fashion your own footwear, right down to the style, color, stitching and lugs. But perhaps most intriguing of all is a site he created for Procter & Gamble, which asks consumers about their hair- and skin-care habits—and promises to hand-deliver a product suited to their particular needs. At Evans' request, "There's a big warehouse somewhere with a whole bunch of jars of goop, and hundreds of chemists waiting for your order. It's this personal."

"Personalization" is one of the buzzwords used to describe what Evans is talking about. But it's also part of a much

larger Internet phenomenon dubbed—wait for it—"customer relationship management" (no one ever accused computer geeks of having a sense of poetry). Stripped to its essentials, customer relationship management—CRM for short—is a

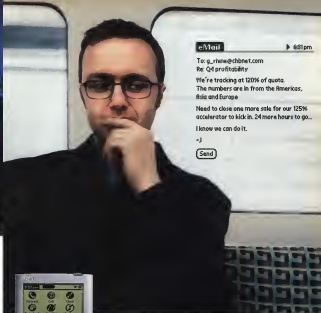
**Companies are using the
Net to track, and keep,
their best clients**

software-based approach aimed at allowing remote corporations to reach out and touch their clients as individuals. To its proponents, CRM represents nothing less than a revolutionary shift away from a century's worth of mass marketing in favor of attracting and retaining high-value cus-

tomers, one precious buyer at a time. But while it is wrapped in the rhetoric of consumer empowerment, make no mistake: CRM is all about business. Big business.

Just follow the money. The industry expects worldwide sales of CRM software to jump from \$8.3 billion last year to \$26 billion by 2005, while revenues generated by CRM should more than double to \$150 billion. Any way you slice it, that's an awfully big pie. Which helps explain why so many companies are lining up for a slice.

According to the CRM guru (of which there are many), businesses that have the most direct and constant interaction with their clientele—such as telecommunications services and financial institutions—have been among the first to see, and seize, the CRM advantage. But really, they say, there is hardly a company or service provider that couldn't benefit from doing



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some serious customer stalking.

"In the 20th century, the most valuable thing any company could make was a product," says Martha Rogers, a Connecticut-based management consultant who has co-written several books on CRM. "But since the advent of the IT revolution, and from now on, the most valuable thing you can make is a customer."

And she doesn't mean just any customer. A key component of CRM is finding out who your most frequent and loyal customers are—and how to keep their business. "The fact is that six per cent of the car's dealers in the United Kingdom consume 60 per cent of the sales," says Rogers. "If I'm a car company, I better make sure I can identify who those customers are." In the case of a company like Mercedes-Benz, notes Evans, the Net makes it easy to track which owners are on their first car and which are on their 10th—and to shower the latter with perks like tickets to sports events in their home town.

But CRM is also about building new customer loyalty. This is done, in part, by using software to consistently document all interactions between a client and a particular business, and ensuring that data readily available to anyone in the company. For consumers, this translates having to end-



CRM is Vancouver-based Innoware

Corp., which owns 10 mountain resorts, including the highly popular Whistler/Blackcomb. Using software developed by Pivot Corp., also of Vancouver, Innoware allows online clients to customize their vacations. They can book accommodations, pre-select ski equipment and procure lift tickets. "Our surveys show customers feel they are wanting less time and that we are paying more attention to them," says Matthew Dunn, senior vice-president and chief information officer with Innoware. At the same time, data gleaned online

is used and parts of Europe. Pedro Mustillo, vice president of advanced solutions for Apollon, notes that drug companies have traditionally dispatched sales representatives to doctors' offices, a costly and time-consuming exercise. By contrast, Apollon's software tracks physicians' queries on its Web site and in online forums, and uses that information to target those who might be interested in a particular drug. They then e-mail the doctor for permission to send more information on the drug, and if requested, free samples.

"The advantage," says Mustillo, "is that this can be done at the doctor's leisure, anytime they go online."

The sheer reach of the Net raises inevitable questions regarding privacy and whether CRM has more to do with manipulating, rather than managing, consumers. Privacy legislation in Canada and the United States provides some protection, and many companies Web sites now feature notices warning clients personal information will not be shared or sold. Still, even some CRM proponents say consumers are right to be suspicious—and on guard. "There are so many precautions built around I want your name, address and e-mail," says Dunn. "Well, no way. My time and attention is a commodity. So I understand that reaction."

Despite the current hype about CRM, many companies find it clumsy at adopting the software—often at great cost to their shareholders. Jerry Garcia, a partner with Accenture Inc. and a CRM specialist, describes the most common pitfall: "They don't change their business processes to go along with CRM. They don't train their people correctly or reward them for doing it right. As a result, they are almost guaranteed to fail." Even so, Garcia argues that companies that do succeed are rearing consumer expectations about service—and forcing competitors to take the plunge into customer relationship management. Now, if they could only come up with a better name. ■

To proponents, CRM is a historic shift away from mass marketing

Evans likes to get personal with the Ontario News story



lessly repeat earlier complaints or concerns. For corporations, it provides crucial information that makes it easier to serve the clients—and, of course, sell them more stuff. "What we're talking about here is using technology to simulate person-to-person communication," says Rogers. "From a company's viewpoint, if I can get a customer to talk to me, I'm going to know something about him that my competitors does not, and I'll remember that throughout my organization."

Among Canadian companies employing

promise to take some of the guesswork out of mass marketing strategies. "If I see that 30 per cent of our people are looking for three-night stays and we only offer four-night packages, then that's something we have to fix," says Dunn. "Previously, guests would make their own assumptions, but go away not very happy."

Another intriguing example of CRM in action is the way a Montreal Internet company, Apollon Inc., is putting several international pharmaceutical firms in touch with physicians throughout North Amer-



1

Under Pressure

2

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Then There Were Three

By Katherine Mackinnon

John McKay flew to Toronto from Calgary recently on the much-heralded—and then mysteriously grounded—Roon Air. Service was terrific: “they were trying to impress,” and the price was right about 50 per cent of a business-class ticket with Air Canada. Still, McKay, a Calgary executive who is on an airplane almost every week, felt restricted by the bedding, airline’s three flights a day between the two cities. As a business traveler, he says, “what lay in the ability to get to where you want to be when you need to be there. And then, flexibility in your schedule to change.”

For passengers, change is the name of the game right now in the airline business. Since Air Canada took over Canadian Air-

lines International Ltd. a year and a half ago, three more airlines have disappeared into the blue. In the latest deal, Air Canada agreed to take an 85-per-cent stake in SkyService Airlines Inc., the owner of Roon Air. The dealster comes with uniforms and lounge access by federal company and minority shareholder Roosts Canada Ltd., was sold less than six weeks before Air Canada said it down and said it would turn it into a discount carrier—regulations permitting. Earlier this year, rival discount Canada 3000 Inc. absorbed Royal Airlines, the Darval, Quebec-based airline that offered low-cost flights, mainly to the Montreal-Ottawa-Toronto corridor, and Carjet Airlines, a short-haul carrier based in Halifax.

The shakeout has left just three main choices in the air. Air Canada, the country's largest airline, Canada 3000, now running itself as an alternative to Air Canada, and no-frills Shagle Airlines Inc. of Calgary, the youngest set of wings on the tarmac. In a world where fuel costs are rising and the economy may be shrinking, the competition for Canada's 80 million annual passenger trips is likely to get even more fierce. So how will the airlines do in the days yet to pull people aboard?

With 1,100 flights crisscrossing the country daily, Air Canada is the country's dominant airline—and the only one offering full service. With lounges at the airport, repairs with fax machines and Internet hook-ups, and frequent departures to Canada's key cities, Air Canada has the market wrapped up in its super-luxurious one-stop service. But like the industry at large, it is in flux. It now plans to relaunch Roosts as a discount airline, in delicate negotiations to gain support for the project from the Air Canada pilots' union, and its war of words with the federal Competition Bureau, which wants to see competition in Canada opened to foreign-owned carrier Air Canada says it is OK with that, although it is allowed the same rights as the other carrier's home base. For now, though, the airline is aiming to tap into the lower end of the domestic market. “We have no intention of sacrificing ourselves to

the high-end business product,” says Colin Roremica, executive vice-president for corporate development and strategy, particularly when the constraint is talking for a lower-cost alternative.

A big part of Air Canada's new initiative comes from WestJet, the five-year-old airline that rose to make flying fun. Modeled on Dallas-based Southwest Airlines, one of the few consistently profitable airlines in the world, WestJet is flying high in Western Canada. Its inexpensive flights and young, upbeat staff have won a new set of passengers out of car and bus and into the air. It may not have the frequency demanded by business

travelers, but plenty of passengers don't mind ending commutes for savings. “That's the beauty,” says 70-year-old Kingston, Ont., retiree Jay Belmont, napping at her short-haul, “of getting power.”

WestJet, which has added flights into Ontario airports—but not lower-cost Hamilton Island of Toronto—now wants to expand to success in Central and Eastern Canada. “Our situation is to survive every region of Canada,” says Bill Lamberton, vice-president in charge of WestJet's sales and marketing. The success of WestJet, which reported profits of \$5.8 million in the first three months of 2001 while Air Canada had losses of \$16.8 million, wasn't driving Air Canada, says strategist Douglas Reid. “WestJet is getting it right,” says Reid, a business professor

at Queen's University in Kingston, “so it has to be stopped.”

Canada 3000, once best known as a holiday charter, is in this, too. “We are now trying to position ourselves as the alternative to Air Canada,” says Brad Rawson, vice-president for sales and marketing. With the acquisitions of Royal and Carjet, it has more than doubled its aircraft to 36 from 15 and increased staff to 4,400 from 2,600. Arrivals and departures have moved to a more orderly schedule from what Rawson says was a “wildfire.” Touting up with American Airlines, Canada 3000 now offers a reward program (just together after Air Canada pulled out of a pre-discovery deal where its Aeroplan points were offered on Royal flight).

But Canada 3000 is also famous for legions of the uncompromising-to-include variety Gary Born, who plays his own card as an executive with Calgary and once broker CB Richard



	AIR CANADA	CANADA 3000	WESTJET
HEADQUARTERS	Toronto	Toronto	Calgary
2000 OPERATING REVENUE	\$8.3 billion	\$756 million	\$332 million
2000 PROFIT (LOSS)	(\$52 million)	\$9.3 million	\$10.3 million
AIRLINES TAKEN OVER:	Canadian Airlines International (2000), Roosts Inc. (2001)	Royal Airlines, Carjet Airlines (both 2001)	None
NUMBER OF PLANES	375	36	23
UNIQUE PROGRAM:	Aeroplan, powerful program with 5.7 million members, based with credit cards and partners as the first airline	America Airlines Advantage Rewards. Points redeemable on Air Canada 3000, American Airlines and other One World partners	Passengers can use AirMiles to book travel on WestJet, but no points are earned on its flights
BUSSING TO DO:	Expand national coverage, frequent flights, full business class, kitchen food, connections, Aeroplan program	Cheap fares, excellent service. Bookings close starts June 1	Cheer fares, frequently hourly staff, frequent flights in shorter hubs, priority in the West, where flights are relatively frequent
BUSSING TO AVOID:	History of poor customer service, higher fares than many rivals	Colossal capacity versus limited number of routes and flights	United number of routes. Lines fluctuate between of Toronto, Canada's major hub. No second meals, no baggage connections for other airlines, no business class
SMALL ECONOMY FARE:	Walk-up: \$1,641	Walk-up: \$227	Walk-up: \$166
CALGARY-EDMONTON RETURN:	On-demand: \$206 Flights/week: 154	On-demand: \$181 Flights/week: 17	On-demand: \$168 Flights/week: 77



Calgary-based WestJet is taking off with its no-frills service

Want a piece of me?

Joe Seymour was in the middle of a messy divorce from his third husband when she turned to painting. "It was probably the most painful period of my life," says the star of the *Dr. Quinn, M.D.* series. "I was beyond bankrupt. My husband had many other lives I didn't know anything about and my life fell apart." However, instead of having a nervous breakdown, Seymour became obsessed with painting still life.

"I painted morning, noon and night," she says. "And I was painting serenity. I was bringing peace into my life." Ten years later, the Golden Globe- and Emmy Award-winning actor is still creating with watercolors and oils. Her subjects include flower arrangements, her garden in Bath, England, and her twin five-year-old boys from her current marriage to director James Keach.

Seymour, 50, is keeping busy with her acting career, but her dream is to work as a screen artist. She has shown her work in Spain, Australia,

Canada and the United States, and now sells her pieces through a posh Beverly Hills gallery for thousands of dollars. Seymour also peddles her images online in the form of T-shirts, cards and posters. "If you want a piece of me," she adds, "you are better off getting a painting than a glossy photograph that somebody could have reproduced my signature on because there will always be worth something."

HE'LL MAKE A MOCHRIE

It took Colin Mochrie two failed auditions before landing a spot on the TV improv show *Whose Line Is It Anyway?* But it has been smooth sailing ever since. He spent 10 years on the British version before moving to the American show, hosted by Drew Carey, in 1996. And *Madras*, 43, even has a subgroup of *WLAU* fans devoted to him.

Before landing the gig, the Scottish-born, Vancouver-based comedian spent a few years in Los Angeles, with his wife, Toronto comedian Deborah McGrath. "It was the time of O.J. and Rodney King—it was surreal," says Mochrie, who stayed at home taking care of their infant son, Luke, while McGrath worked on TV acts. *My Talk Show*.



A former sports reporter with a flair for the macabre

WRITING HORROR, EROTICALLY

When he was a teenager located over by Roy Brockway's fantastic tales, says horror author Edie van Belkom, he really wanted to write science fiction. "But it turned out I had no head for hard science," he says. "My talent seemed to be in present-day stories—with a twist." That was just one of the practical lessons van Belkom learned after he took the plunge into full-time writing in 1989. It turned out to be an icy bath at first. While van Belkom stayed home in Devonport, Ont., with then-eight-month-old son Luke, and proudly tossed his craft rejection slip by rejection slip, his wife, Roberts, supported the family. "I still don't believe she agreed to

do that," says the 38-year-old former sports reporter. "You recall that old joke about what do you call a writer who's a geek? No geeks!"

But van Belkom persevered, creating odd erotica for men's magazines, and eventually, more than 175 short stories and a clutch of novels and novellas. One short story, 1997's "Red Food," won him a Bram Stoker award, horror writing's top prize, and he's in the running again on May 20 for his young adult anthology *Be Afraid!* Even his financial rewards have come around. "Let's just say," he suggests, "that I now make \$150K per year from my *WASP* contributions." Van Belkom, it seems, just knows doing the practical thing.



Whose accent is it anyway?

"[Cape Breton comedian] Ron James, who was also there, said it was like living in the Old Testament—with both fires and floods."

Now, Mochrie and James both live in Toronto and work together on the Global comic, *Blah! Blah!*—which is filmed in Halifax. Mochrie plays a British redneck, and admits he may have been mislead. "I once had a review that said I should be prohibited by law from ever doing a dialect anywhere," he says, referring to an earlier attempt at playing a Brit. "English people loved my accents, but everyone else just hated it."

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From now
fasc, Forsberg
and others
will never get
their due

EURO-TRASHING

It's stated matter-of-factly and often during the National Hockey League playoffs, as if it were true: European hockey players can't cut it in the post-season. A call to a phone-in radio show early on during the season the Edmonton-Dallas series is searing, a because "the forwards on these teams are from North America." A guy in the hall-way explains Orosenko only because by stating enthusiastically that the Senators have too many Europeans—Russians, Swedes, Finns, Czechs and the like—who aren't tough enough to handle the rough going. On a bus after school, one kid tells another that his dad says Swede Mats Sundin, the Toronto captain, doesn't have the heart to lead his team. And Don Cherry, guru to the shabby stereotypes, sees his between-periods bull-pup on *Hockey Night* in Canada has work to do in the Pittsburgh Penguins' captain, Jarome Iginla. Cherry, who lauds the big Czech winger more than he does most imported players—which is saying something—declares that Iginla "put" on his team by not playing two games against Buffalo.

Just one question: do these people actually watch the games?

Imports can't
hack the playoffs?
Get serious



James Dugan
ON HOCKEY

The only way that Euro-trashing makes any sense is to completely ignore the facts. Just ask our own with an injured shoulder, the more talented that sidelined Colorado Avalanche captain Joe Sakic (being Canadian, Sakic escaped Cherry's vitriol). Grizzly Peter Forsberg, a Swede, picked up the slack in Sakic's absence and led Colorado into the semifinals until he was hit so hard he ruptured his spleen—and was lost for the rest of the playoffs. And in the final game of the Toronto-New Jersey series, Leafs defenseman

Dariusz Markov, a Russian, got his squarely in the face by a defenseless defenseman—but played his position, though he aches, until the puck was cleared out of harm's way. Not tough enough? Get serious.

What about no-hair Sunday's Stars, goaltender Camilo Joseph, a Canadian, kept New Jersey at bay for most of seven games, while playing with a broken right thumb, that much-maligned Mats also personalized playoff-first-round elimination. It was Sundin who effectively fought through the ferocious choking to drive Toronto's otherwise anemic attack. And in the dying seconds of Game 7, with his Stanley Cup dream out of reach, it was Sundin

who sat on the bench with stars staring down his scarred face. "Mats was the most important figure in our playoffs," said team president Kim Dwyer. "He had the most difficult job of all, and he played brilliantly."

It is confounding. Against the grain of history and red-brown racism, over national prejudice in hockey is somehow acceptable in Canada, just as it was somehow OK for Bobby Clarke to unconsciously break the leg of the Soviet Union's Valeri Kharlamov during the 1972 Summit Series. (Oh yes, didn't we?) Early NHL imports in the 1970s such as Sweden's Boz Salming suffered relentless verbal and physical abuse, far worse measures than the racial taunts that, justifiably, drew stiff suspensions from the league. "All the other players had to test us," Salming once said. "We were just 'thicker' hockey players from Europe."

Those on-ice tests failed to deter Europeans, who comprise 26 percent of the 990 players in the NHL this season (Canadian accounts for 58.2 per cent). Critics of their playoff performances argue from two facts: the close checking is harder on the foreign players, who in the post-season suddenly have less space in which to play; and a high percentage of the league's most talented players are Europeans. "I do not see that as a cultural thing," says Winnipeg lawyer Dan Bazley, agent for such stars as Forsberg and Paul Kariya. "It's together in the playoffs on all of the more highly skilled players, whatever their nationality."

Yet some fans hang on to old views, perhaps because they are better that Canada has lost its best-in-the-world status in the game. Their nationalistic indignation may well be fueled by Cherry, who undermines his on-air questing to learn analysts by beating the then-European drama. He has accused Forsberg of being a cheap-shot artist, yet he defends his pal Tim Dore, the Leafs enforcer, whose concussion-inducing elbow to the head of the Devils' Scott Niedermayer was so vicious it was cowardly.

It isn't just talk. If unfocused referees get enough criticism, agent Mike Gelfo says, they can hurt a player's bargaining position. "And it affects them personally," says Gelfo. "Guys get upset when they hear that stuff and about them—when they lose it." The offended players, however, say nothing publicly, knowing Cherry can always have the last and most damaging word. Because still, after all these years, the CBC says its views without restraint. As if they were true.

RAPTORS HAVE AN EYE ON THE FUTURE

By Robert Sheppard

Hold on to those puppy bats! So what that the angry Maple Leafs have fallen from the playoff pedestal? Toronto Air Canada Centre is still rocking on the suspension dream of 20,000 hard-core fans, all for the man in purple, the NBA's Toronto Raptors—the "upstart Raptors," as U.S. publications keep calling them (welcome to Canada; we grow underdogs up here). Led by their rapidly maturing superstar, Vince Carter, the Raptors did in the dreaded Knicks in New York, then moved on to Philadelphia to get the scoring, super-racer Carter against the 76ers' quicksilver, super-removed Allen Iverson.

How far can the six-year-old Toronto franchise actually go? Who can say! There is a change-of-the-guard feel to these National Basketball Association playoffs. Gone in the first round are old stand-bys—Indiana, New York, Utah and Miami. Of the eight teams still in the hunt last week, three—Charlotte, Milwaukee and Dallas—were so underrated they were almost never shown on U.S. network television during the regular season. It's all very exciting for a Raptor fan, especially last year, the team experienced its first bitter-sweet playoff taste (eliminated in three straight), this year, after a couple of hard-season trades to inject young legs into the lineup, it's moving forward with a sense of purpose. Witness a bunch of growing men, most of them millionaires, wearing 82 purple headbands in public in a show of team solidarity. But for pro basketball in Canada, especially with the sad-sack Vancouver Grizzlies striking southward, the red Raptor coming of age is still just around the corner.

On July 1, free-agent players can be free agents, overshadowing center Antonio Davis, clutch-shooting guard Alvin Williams and fin fencer Jerome (Jankypaw Dog) Williams (a kind of Wendell Clark for the last court). And the key to getting them back is Carter. He has two years left on his contract, but the Raptors will push hard this summer to convince him to extend that deal—to the seven-year, \$93-million (U.S.) limit. "That's our top priority," says Raptors

general manager Glen Grunwald. He is cautiously optimistic, but he's been fooled before. Last summer, to be exact, when Carter's cousin, the high-flying Tracy McGrady left for his home-town Orlando Magic. But Carter is different than his highlight-beaming cousin, and both he and the Raptors soon knew to avoid the water mines of season-long speculation—will he stay, will he go?—of the kind that disheartened the Maple Leafs all those months when the Eric Lindros trade was in the wind.

Certainly Carter hasn't been hurt by



Luckily for Carter is the key

playing his trade in Canada the past three years. He was the biggest fan vote getter for the NBA All-Star Game two seasons running, with a rift of Michael Jordan-style endorsement and his mag on a slew of U.S. magazines' covers. This summer, he'll be back in Toronto for the Raptors' golf tournament, remained in his honor, for two basketball camps and for a planned celebrity basketball game during the Caribbean Festival.

All that hoopla bodes well. Re-signing Carter would be a big psychological step forward. It would show the Raptors have the moxie to increase their payroll—a currently rankle 26th in a 28-team league—and send a message to others on the coast. "I want to re-sign all our free agents and keep this team together for awhile," says Grunwald. In the man-child world of the NBA, that comes down to two ingredients, he notes: "Money and the ability to win."

Films

Cannes Cancan

By Brian D. Johnson

As Nicole Kidman breezes into the room, you can see the relief in her face. "I actually went missing in the ocean yesterday," she announces as she sits down for her up-close interview, two days after the red-carpet premiere of *Moulin Rouge* at the opening of the Cannes Film Festival. This Nicole born Kite resembles up to the faint-Pantini vamp she portrays in the movie—a former filmic construct of Rita Hayworth, Marlene Dietrich and Madonna. In the afternoon light of the French Riviera, down the coast from Cannes at the royal Hotel du Cap, Kidman looks like a cool slice of early summer, her hair crinkled back with a flowered clip, a '50s vintage gown skirt by Dior, a matching top of see-through lace under a beige jacket.

All week, she has been running the media gauntlet. After her separation from Tom Cruise, perhaps the most widely Hollywood breakup since Liz and Dick, and her subsequent coverings, the 35-year-old Australian actress has stepped into the world's hottest



spotlight with the most daring role of her career, and emerged unscathed. The audience response to *Moulin Rouge*, Australian director Baz Luhrmann's postmodern mirror ball of film-die female fantasy, was enthusiastic. The critics were divided—as they were last year when *Les Misérables* premiered—as they were last year when *Les Misérables* premiered. But even so, *Moulin Rouge* is a film that has produced its own version, which chided *Moulin Rouge* for championing style over substance, declared that its "musical made-for-TV" concept anything Hollywood has produced in years.

Opposite Evan McGregor, who affixes a frog-potter moustache from *Trainspotting* bull boy to a debauched cartoon. Kidman proved she, too, is a puny singer. And, more to the point, the media hounds created her private life with bad gloves. "I actually felt more support than I've ever felt before," she says, "which is really ironic. Part of it is a me saying, 'This is who I am. This is what's happening in my life. I do not want to go into details.' I

Everyone dances around the burning question, but no one dares address it directly—Tom and the Divorce

want to protect myself and my privacy but do not want to deny that it exists."

"I" first raised its head at the *Moulin Rouge* conference, with a question from Toronto Sun critic Bruce Kirkland. "Sadly," he began, "your personal life has become subject for a media frenzy..." A chorus of boos and whistles cut him off—as Cannes news conferences the journalists like up for autographs—but Kirkland persisted. "And here you are in the biggest dark tank in the world—and I can only assume you have a cool passion for this film." After the provocative preamble, Kidman was pretty let off the hook. It was easier to talk about her on-screen exploits, which included two broken ribs and a corn knee ligament. There was another snippet of "Tom when Kidman was asked to name her favorite love song. A pause, then: "It depends on who you're in love with."

By the time I talk to her, she's got the hang of talking around the taboo subject. Explaining her *Moulin Rouge* character, Satine—a *Le Babou*-like courtesan who's dying of consumption, and dying to be an actress—Kidman says, "She wants to escape. At that time, screens were the next level of prostitution." And tonight? "Being an actor now, in 2001, the screen, the Net, the way news is used, we have an insatiable appetite for the lives of celebrities. With the media system in the '30s, sometimes they were more protected. Now, you find people really, really there, and you're left to protect yourself. I think sometimes I would like to move out of this world. I think: 'Would I choose to express myself differently if I knew the road I was going to travel?' I might have chosen to be a divorcee if I'd had another choice or to be. But acting is my blood."

With a frenetically swelling camera, and canonically *Moulin Rouge* is set in 1890s Paris, but this is a musical for the '90s age, a pastiche of recombinant cliché, tempting off from a cornucopia of pop culture, and misdirecting pop kids by the likes of Elton John, Narayan and Madonna. Luhrmann (*U2 Rattle and Roll*) admits music may find his movie "too clever by half." Ironically, the film's most

commercial hook may be the desire to see Kidman walk the high wire as a musical that acts redolent and force at a time when both are raging through her private life. Luhrmann—who has his father on the first day of shooting—concerns. "It's a tragicomic story," he says. "The story of the film and our lives are very parallel. It's about coming to terms with the moment when you grow up. Oh, you mean people die? Oh, there was that message that cannot be!"

Kidman and McGregor also deflected rumors of off-camera chemistry. "We made a pact not to be embarrassed with each other," McGregor told a group of us on an outdoor terrace at the Cap. "We agreed we'd have to sing and dance with each other and do a lot of kissing." The actor added that he's not the same person who came to Cannes with *Trainspotting* five years ago. "I was trying to live a rock and roll lifestyle, and I'm not a rock 'n' roll guy," he said, explaining he changed his ways a year ago.

As a lavish midnight party for *Moulin Rouge*, McGregor certainly looked well behaved, even in a booth with his wife and parents. The truth, which featured cancer dancers, cancer performers and live Boy Scouts as DJ, lived up to the spirit of the film. As a champagne-soaked throwback story set in Paris, made in Australia, told by Hollywood and styled in Hollywood, the movie is Cannes in uncensored, tongue, sexual and financially like to it in terms of real light art with not-bordello blanch. Kidman's, gaudiness were shown stages of *Boyz n the City*. Under contract to the *Boyz n the City*—an all-white, white-male show in New Zealand for \$270 million (U.S.) And Francis Ford Coppola, who launched *Apocalypse Now* in Cannes in 1979, unveiled *Apocalypse Now Redux*, revised with 33 minutes of new footage.

While Hollywood hype past and future glom, serious screen, such as Jean-Luc Godard, Joel Coen, David Lynch and Mahesh Bhatnagar, are competing for the Palme d'Or. There is no Canadian feature in competition, but sidebar programs include three Quebec-themed films as well as *Amélie* (*The Fair Weather*), Canadian first French-cinema feature.

Of course, everyone is waiting for a surprise hit, this year's *Goodbye Tiger* (*Goodbye Tiger*). But at a screening of Hollywood's *Shrek* a competitive, well-crafted that seemed as a subversive blast of comic relief, the audience burst into applause when the movie's cartoon hero turns in a risqué parody of *Goodbye Tiger*'s *Byang kang*. He: There was another big laugh for this line. "Celebrity marriages—they never last, do they?"

Read Brian D. Johnson's story here: [cannesonline.com](#)

ENTERTAINMENT WEEKLY

STRONG ROOTS

By Brian Bergman in Edmonton

On the landing leading to Holger Petersen's home office, there is, among much other music memorabilia, a framed photograph of the legendary American record producer Jerry Weiler. It bears a personal inscription to Petersen, whom Weiler described as "an outstanding record man." In fact, Weiler, whose own producing credits include everyone from Aretha Franklin to Bob Dylan, is so taken by Petersen's Edmonton-based roots music label, Stony Plain Records, that he wrote the liner notes for the compilation CD released last month to mark Stony Plain's 25th anniversary. He also granted a rare interview to *Maclean's*. "That this little company has endured against all odds is a testament to Holger," said Weiler, 84, over the phone from his Florida home. "He is a survivor and a gentleman."

Weiler's warm embrace of Stony Plain Records and its founder says a lot about Petersen's abilities to charm and inspire—even from a great distance. The two men have never actually

met in person. "He made it a crusade to help this record get exposed," Weiler told *Maclean's*. "I've been contacting significant people who have the name of power and so far I'm getting a good response."

At 51, the tall, bearded Petersen sounds like a man-made kid when he contemplates that long-distance support. "It's like we have Jerry Weiler as our patron saint in the Stars!" he enthuses. "It's this kind of thing that really gives me a buzz." It's also what makes up for the rough sleighing of running an independent record company out of a modest home in southeast Edmonton. Over 25 years, Petersen has issued nearly 300 recordings under the Stony Plain label. In addition to Muldaur, his roster boasts such notable acts as Steve Earle, Emmylou Harris, Long John Baldry and Ian Tyson. It also includes a long list of



The producer is his artist's biggest fan

personal collection of CDs, cassettes and vinyl records, filling two floors of his home, now numbers in the thousands. The biggest section is devoted to the blues, a genre he first encountered in the 1960s through cover versions of American blues artists by British invasion bands. The blues also served as his springboard into the music industry. While still a college student, he hung around Edmonton radio station CKUA. His knowledge and enthusiasm impressed the station manager, who offered him his own Saturday afternoon show, *Notch 8*.

Thirty-two years later, Petersen still hosts the show, along with a similar program, *Saturday Night Show*, which is broadcast nationally on CBC Radio One. Petersen's career as a record producer began in 1972 when he convinced a touring Chicago blues harmonica player, Walter (Shakey) Hanson to lay down some tracks with an Edmonton band, Hot Corolla. He followed that up with recordings of other underrepresented blues artists, and after signing a distribution deal with Lon-

Stony Plain's roster includes the likes of blues popstar Ian Tyson (left)

din Records, launched his own label in 1976. The company struggled until the mid-1980s, when Petersen hooked up with Ian Tyson, who had returned to Alberta a few years earlier to ranch and write music after his marital and professional breakup with singing partner Sylvia.

Tyson, by this point, was star on the music industry. He had recorded on his own, for \$37,000, a collection of songs dedicated to the cowboy life, which landed in vain to flag in the United States. "Nashville was very arrogant at the time and didn't want anything to do with the western part of country-and-western music," Tyson said. Muldaur's Petersen, though, saw the potential. In 1986, Stony Plain released that collection as *Cowboy Squash*, which went platinum in Canada (printing sales of more than 100,000) and remains the best-selling recording in Stony Plain's catalogue. Tyson, who has since put out seven other CDs with Stony Plain, sums up the company's appeal this way:



"The big difference is that Holger is honest. What you see is what you get."

Petersen's nose for talent—and the main chance—also helped him land the Canadian rights to Steve Earle's 1996 comeback release, *Time a Comin'*. Earle, a brilliant—if troubled—singer-songwriter, had recently been convicted of heroin possession, and his label, NCA, had dropped him. *Time a Comin'* was picked up in the United States by Winter Haven Entertainment, but Earle soon fell out with them over the song sequencing. Stony Plain released the album in the order Earle wanted. "It opened a nice door for us to Steve," says Petersen, "because he thinks we did him right."

Maria Muldaur was another unlikely catch for Stony Plain. Richard Muldaur (her real name) in the mid-1990s when Petersen and Muldaur attended the same music convention in Memphis, Tenn. Petersen helped Muldaur find the Mississippi Delta grooves of one of her musical acts, Memphis Minnie. Muldaur, in turn, agreed to work, between projects for other labels, on the Stony Plain tribute CD to the Delta blues.

Petersen, who has never married, has one son, Matthew, 19, from an earlier relationship. An engineering physics student at the University of Alberta, Matthew also plays bluegrass and one of the perks Petersen enjoys most is getting his son backstage with visiting acts like B. B. King. While there are few other advantages to running a record company from a place like Edmonton, Petersen says he has never strayed to move to a more central locale. As with his music, he is not a man to stray far from his roots. ■

Petersen has issued 300 recordings from his modest home in Edmonton

more obscure artists, many of them revered in roots circles, but who operate well outside the mainstream music industry. They include the likes of singer-songwriter Ray Bonneville, blues guitarist Duke Robillard and Kansas City blues leader and pianist Jay McShann. All have at least one thing in common: they are genuine artists, and Petersen is among their biggest fans.

A self-confessed music junkie, Petersen has been indulging his eclectic taste since his teen years when he blew his weekly allowance on used jukebox singles. His

Saturday afternoon show, *Notch 8*.

Thirty-two years later, Petersen still hosts the show, along with a similar program, *Saturday Night Show*, which is broadcast nationally on CBC Radio One. Petersen's career as a record producer began in 1972 when he convinced a touring Chicago blues harmonica player, Walter (Shakey) Hanson to lay down some tracks with an Edmonton band, Hot Corolla. He followed that up with recordings of other underrepresented blues artists, and after signing a distribution deal with Lon-

What the best-dressed cameras are wearing this spring



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Edited by Susan OH



THE SWANS DIVE BUT THE OGRE SOARS

For two animated features with such similar starting points, *Shrek* (in theaters on May 18) and *The Swan Princess* (May 11), take such different destinations. Both have the same moral, of course: Hollywood kid films have only one moral—all you need is love. More germane, both are based on stories by authors who are icons simultaneously of American children's literature and of *The New Yorker* magazine. *Swan* (1970)



Love plays that sweet, sweet trumpet, but Shrek and his prince really rock

by E. B. Wham (1899-1968), *New Yorker* style master, famous for his children's classics, *Swan Lake* (1945) and *Charlotte's Web* (1952). William Steig, still going strong at 93—his latest kid story came out only last year—drew the first of his 1,600 cartoons for the magazine 60 years before he penned *Shrek* in 1999.

Wham's low-key tale of a stout transparent swan, born to a pompous father (played to Seinfeld type in the film by Jason Alexander) and June Cleaver-like mother (Mary McCormack), must have seemed to bask in the past even in 1970. The hero, after all, is called Louis, as in Armstrong, and his struggle to consciousness and win the heart of his true love plays out to 1940s-era jazz. (His status as

Eric and Billie, nose references bound to fly over the heads of the target audience.) The overall effect is so gentle as to be apocryphal.

Shrek, on the other hand, rocks. The tone comes from the original—in terms of kid-friendly, gross-out humor, Steig is the anti-Wham. When Shrek, the ill-composed ogre of the title, wants a candle, he simply pulls the wick out of his ear. The energy comes from a cast that does sardonic turns behind state-of-the-

art computer animation. Mike Myers plays the grom glum in an oddly appealing Scots accent, Eddie Murphy makes a fine talking jackass (no surprise there), Cameron Diaz replicates her Cherifri Angel role as a martial arts princess, and John Lithgow is a tiny, perfect villain. Shrek's quest to rescue the princess brings him into contact with a host of fairy-tale characters in a very funny lampoon of familiar clixé. (A highlight is Lithgow's tirade of the Gingerbread Man—after ripping off a leg, he cackles “Let’s see you run, run as fast as you can now!”) By the end, when the inevitable all-you-need-is-love wedding occurs to the reminder of *I’ve a Boleyn*, the audience can only agree with the Mockers.

Brian Seals

A MIRACLE IN INDIA

In 1966, Toronto writer Sheila Fraser left herself burnt out and in dire need of spiritual renewal. So the award-winning journalist and author, then 63, took a pilgrimage alone to India. The result of that three-month journey over 12,000 km of jungle and desert is *The Rope in the Water* (Thomas Allen), a 328-page travelogue devoted equally to geographical and personal discovery. Whether it’s listening to Neil Young tapes in a New Delhi juice bar while waiting for a night train, or reflecting on



Fraser will be a miracle to her

her miraculous rescue from drowning by a rope that seemingly appeared and disappeared out of nowhere—at Ramesh beach on the Arabian Sea, Fraser’s observations on the traditions and contradictions of the subcontinent read like a dream unfolding.

Fraser is no novice at turning painfully difficult material into textual gold. Her 1967 book, *My Father’s House: A Miracle of Love and of Healing*, was an internationally acclaimed best-seller, which she followed with a book on spiritual phenomena. Whether her focus is on the human psyche or the unknown of India, Fraser’s soul-searching provides an immensely revealing read.

Susan OH



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Entertainment Notes

Discovering the past

In the decades before the 1859 publication of Charles Darwin's theory of evolution, which in the minds of many—evolutionist and creationist alike—appeared out of nowhere, an eclectic group of early scientists



was busy laying Darwin's groundwork. Called forlifers in University of Toronto zoologist, Christopher McGowan's *The Dog-eared Socrates* (Hogrefe-Collins), these pioneers were mostly—but not entirely—men. They included the assistant Richard Owen (he once discovered a rhino in his own living room), who coined the word dinosaur in 1842. Another was the remarkable Mary Anning, a self-taught Dorset woman who took up fossil hunting for a living and discovered the world's first ichthyosaur and plesiosaur.

Best-sellers

Fiction	WEEKLY
1. <i>THE OTHER CHAIRMAN</i> , Ian McEwan (H)	2
2. <i>DAVE IN THE HOLE</i> , Michael Chabon (H)	3
3. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	4
4. <i>THE HUNCHBACK OF NOTRE-DAME</i> , Victor Hugo (H)	5
5. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	6
6. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	7
7. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	8
8. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	9
9. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	10
10. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	11

Nonfiction

1. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	1
2. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	2
3. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	3
4. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	4
5. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	5
6. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	6
7. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	7
8. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	8
9. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	9
10. <i>THE LAST THING HE SAW</i> , Michael Crichton (H)	10

1. *THE LAST THING HE SAW*, Michael Crichton (H)
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Allan Fotheringham

The scribblers of sport

It's a given, in the newspaper racket, that the best writing is always on the sports pages. Here's Red Smith, the best sportswriter who ever lived, on Bobby Thomson's famous home run that beat the Brooklyn Dodgers and put the New York Giants into the World Series—writing on deadline: "Now it is done. Now the story ends. And there is no way to tell it. The art of fiction is dead. Reality has outwangled invention. Only the strictly impossible, the inconceivably fantastic, can ever be plausible again."

You don't match get that sort of stuff from a page 1 reporter writing about Senclosed Day, or whatever. There are two reasons why the best writing in the sheets is (was) on the sports pages. One is that sports scribbles are enthusiasm—either co-jocks themselves or writers-be-jocks who wanted to be Mickey Mantle.

Red Smith, writing one day of hearing how all his press-box mates could have been all-American but for an unfortunate knee injury, wrote: "I, too, could have been a great athlete. Except for the fact that I was small, weak, unco-ordinated—and a coward." But the guys in the press box are really fascinated by what they cover. You cannot say that about someone covering a soccer byline or Mike Harris calling a by-election.

The second reason—the chaps in the newsroom calling the sports pages "the joy department"—is that every sportswriter is given the freedom to dole, the same freedom columnists have: there are no rules. Go for it. Here is Red Smith at the *New York Herald Tribune*, explaining the distance of 90 feet between bases, as devised in 1845 by Alexander Cartwright: "The nearest to perfection that man has yet achieved. It accurately measures the cunning, speed and finesse of the base stealer against the velocity of the thrown ball."

The magazine *Editor & Publisher*, at the end of the millennium, awarded a blue-ribbon panel to choose the 25 most influential newspaper people of the 20th century. On the final list were publishers Joseph Pulitzer, Adolph Ochs of *The New York Times*, Katherine Graham of *The Washington Post*, famed writers H. L. Mencksen, Walter Lippmann, Ezra Pyle—the great war correspondents—and one sportswriter, Red Smith. At the 1976 Olympics in Montreal, by far the most happenstance I found myself seated beside my hero at the aquatics event at the peak part of the Eastern Townships, the once



being graced with the ever-arrogant Prince Philip, as patron.

Red was then 70, and at *New York Times* columnist had just been awarded the Pulitzer Prize for commentary—the only sweat-soaked reforged from the locker room ever so rewarded. Knowing nothing of course about royalty, he pumped me for the meanings of the monarchy, why was the arrogant one here, mentions bowing and scraping—all with the eagerness of a pop reporter at his first day down at the cop shop.

The point of all this—a long time coming—is while there is a terrific newspaper war going on in Toronto among four papers (only three will survive), all the time show that overall newspaper readership in North America is going down. One of the reasons is that of course television—is that newspapers aren't that much fun to read anymore. And the writing—on sports pages—with anyone about sports.

It's about hypocrisy. Contact accusations between millionaires. Sexual abuse. The savings about new stadiums. Nothing to do about athletes. Or actual descriptions of what sport is all about (Red Smith on an outfielder who leaped for a ball against the wall "and stayed aloft as long he looked like an empty uniform hanging in its locker").

The other night, those in the scribbling racket gathered for the prestigious National Newspaper Awards. There were three nominations for sportswriter of the year. None of their submissions had anything to do with sport. The *Ottawa Citizen's* Chris Cobb "in a series on post-concussion syndrome, provides an excellent example of how research and writing skills can combine to make a compelling argument about a subject vital to the well-being of professional and amateur athletes."

The *National Post's* Dave Fuschak "tells the touching story of tough-guy hockey player Gordie Gault who gave up his career after he suffered severe burns to 80 per cent of his body while saving his girlfriend and his son from a fire in his New Brunswick home in 1996." The winner, Gary Mason of *The Vancouver Sun*, "painted an evocative portrait of NBA basketball player Mahmoud Abdul-Rauf's struggles with Tourette's syndrome."

These would make good submissions on a medical panel, or psychiatric essay. It's why people don't read newspapers as much as they did.



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